Reynolds will seek efficiency in its ad schedule. This color magazine page will run in regional editions, via Tatham-Laird & Kudner.

RJR puts Century's into 225-unit carton

By JOHN J. O'CONNOR

Claiming that it was merely coincidence, R.J. Reynolds Tobacco chose the Brooklyn Bridge's 100th anniversary day last week to disclose the arrival of Century, a cigaret in cartons of 225 units that will sell for the same price as a 200-smoke carton.

James Johnston, exec vp of RJR Tobacco, said that the company will be able to sell the new brand, with nine 25-unit packs per carton, at prices comparable to cartons containing ten 20-unit cigaret packs through "advertising and packaging [cost] efficiencies." In

(Continued on Page 58)

NBC scores big gains, May sweeps end in tie

By DIANE MERMIGAS

In the closest sweeps ratings races ever, the three networks virtually tied in May, each averaging about a 15 rating, 25 share in prime time.

A.C. Nielsen Co., whose sweeps period lasted from April 28 to May 25, showed CBS with a slight edge, averaging a 15.2/25.7 to NBC's 14.9/25.3 and ABC's 14.7/25.1. Final averages from Arbitron Ratings Co. for April 27 to May 24 show CBS with a 15.1/25.5, NBC with a 15.0/25.4 and ABC with a 14.9/25.3.

Combined figures of the two services show CBS the leader with a 15.1/25.5, with NBC and ABC tied at 14.9/25.2. The figures represent a 2% to 3% improvement for CBS (depending on the ratings service), a 7% improvement for NBC and a 2% to 3% decline for ABC compared with May, 1982.

The closeness of the three networks primarily was the result of NBC's first-run blockbuster specials performing well against what frequently were regular series reruns on the other two networks.

NBC's strong showing expanded the networks' combined rating to 45, up 2% over last May's combined numbers in both services, and helped boost the networks' combined households to 37.4 million, up 5% over May, 1982. Hut levels (homes using television) were up 4% over last May to 59.

Industry observers differed on whether the May race was not indicative of the competition that might occur in prime time next season. Some said NBC demonstrated its ability to program specials effectively to compensate for its lack of series strength.

"By next November everyone will have original series episodes, and all three networks will be in a very strong position to counterprogram each other with specials," said Dave Poltrack, vp-research, CBS/Broadcast Group. Specials that helped make NBC competitive were the May 23 birthday special for Bob Hope, which garnered a 23.9/38; a 25-year retrospective of "Motown," which ranked as the top-rated show for the week ending May 23 with a 22.8/35, and the miniseries "V," which aired earlier in May.

An analysis of night-by-night figures shows NBC drew some viewers for its specials from ABC's regular series audience and from regular patrons of alternative media such as cable tv.

ABC had the greatest percentage of original series

(Continued on Page 56)

New season same old story

By CRAIG REISS

New York—The new fall network tv prime time schedules unveiled earlier this month will produce virtually no change in the ratings battle. CBS will emerge as the early ratings leader and NBC will remain in third place, unable to close the gap between it and ABC.

Those are the major conclusions to be drawn from an Advertising Age survey of the way buyers at top ad agencies are projecting shares for this year's fourth-quarter network prime time battles.

On average, the agencies predict that by the end of December, CBS will have an average household share of 27.5, with ABC second at 26.3 and NBC lagging behind at

(Continued on Page 56)

Ad execs rate the new tv fare

All figures are averages of survey results

Show	Network	Time	Share
Hotel	ABC	Wed., 10:00	30
After M*A*S*H	CBS	Mon., 9:00	27
Yes, But I'm Married	ABC	Tues., 9:30	26
Scarecrow & Mrs. King	CBS	Mon., 8:00	24
Webster	ABC	Fri., 8:30	24
Boone	NBC	Mon., 8:00	23
Hardcastle & McCormick	ABC	Sun., 8:00	23
Mr. Smith	NBC	Fri., 8:00	23
Navy	CBS	Mon., 10:00	23
We've Got It Made	NBC	Thurs., 9:00	23

All times are Eastern Time.

Source: Advertising Age survey

highlights

Monday, May 30, 1983

Boots Pharmaceutical has received Food & Drug Administration approval to air a revised tv commercial for its Rufen antiarthritis prescription drug. *See Page 10.*

K mart, following its most profitable year since 1979, is cutting back on its marketing plans. *See Page 10.*

Konica Group is planning to put its brand not only on cameras, but on new magnetic tape market entries. *See Page 12.*

Blue Nun is being reunited with two dear advertising cronies. *See Page 12.*

Bernard Food Industries is expanding distribution of Shapely Shake, and Heinz USA is stepping up ad support of its Alba 77 Fit 'n Frosty shake mix. *See Page 14.*

Joseph Sanchez, new general manager of Oldsmobile, sees the introduction of new models following the mainstream of the General Motors division's lineup. *See Page 19.*

Warner Amex Cable Communications chairman Drew Lewis is eyeing further revamping of the financially burdened company. *See Page* 20.

Doyle Dane Bernbach plans to make a six-figure investment in the search for new creative talent. *See Page 20.*

American Cyanamid's Shulton division is getting specific in its image of the Old Spice man in new tv advertising for its category-leading product. *See Page 22.*

Vita Foods is resurrecting the herring maven, a radio personality who extolled the pleasures of eating herring from 1964 to 1969, as it pursues new customers. *See Page 38.*

Sears, Roebuck & Co. is diverting part of its tv advertising budget to alternative national tv buys, including the creation of a five-minute daily series on CBN Cable Network. *See Page 50.*

Teleworks Communication Group's "Moneyworks" cable series, picking up on the growing interest in business news, has entered commercial tv syndication. *See Page 50.*

National Assn. of Broadcasters indicated it might accept a compulsory public interest airtime for ads as part of a deregulation deal that protects broadcasters from challenges at license renewal time. *See Page 52.*

People Express pushes new cut-rate fare to London with new campaign. *See Page 58.*

CORPORATE CLOSEUP

Continental Telecom, having evolved from a telephone company that included many small rural units into a telecommunications conglomerate, is making a major commitment to achieving corporate awareness in the exploding telecommunications market. *See Page 4.*

VIDEOTECH

Though CBS-TV led in the ratings during the 1982-83 prime time season, it was ABC that scored best with the demographic groups most desirable to advertisers. *See Page 31.*

Everitt Carter, Oak Industries chairman-chief executive officer, sees many opportunities for growth despite recent bad news about the company. *See Page 34.*

Metromedia's new late-night series, "Thicke of the Night," is beginning to score well with advertisers, passing the 50%-sold mark in ad sales. *See Page 34.*

MAGAZINE

Since it first opened in Washington in 1977, discounter Crown Books has wrought a book-selling revolution that has had a profound effect on the $7 billion book industry. *See Page M-4.*

Suburban Media: Boston's strong suburban press serves as a mirror and trendsetter of media on the cusp of our biggest cities. *See Page M-9.*

Successful outdoor advertising may be envied for its location, but chances are it's the copy on the board that's doing the trick. *See Page M-26.*

REGULAR FEATURES

ACCOUNT CHANGES 22
ADBEAT 50
ADVERTISER PEOPLE 18
ADVERTISING MARKETPLACE 47
CON-SID-ERATIONS 16
CORRECTIONS & CLARIFICATIONS 8
EDITORIAL VIEWPOINT 16
FOR THE RECORD 55
MEDIAMOVES 46
OBITUARIES 6
PHOTO REVIEW 26
PRESSTIME 8
REGIONAL NEWS 40
VIDEOTECH UPDATE 34
VOICE OF THE ADVERTISER 46
WASHINGTON BEAT 28
WORLD NEWS ROUNDUP 3

FIGURES TO FILE

PRIME TIME DEMOGRAPHICS, ADULTS AGED 18-49 31
U.S. ADVERTISING VOLUME 42

Vol. 54, No. 23—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semi-weekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Saatchi's now after McCall?

By FRED DANZIG

New York—Is one of America's agency plums ripe for picking by Britain's Saatchi brothers?

Reports circulated here late last week that McCaffrey & McCall, one of the more assiduously pursued closely held agencies, was holding talks with Maurice and Charles Saatchi of Saatchi & Saatchi.

A spokesman in London said he could neither confirm nor deny that negotiations are under way. "We are engaged in conversation with agencies all over the world all the time," he said. Neither Maurice nor Charles Saatchi was available for comment.

Asked about the reports of an imminent acquisition announcement, David McCall, chairman-creative director, managed to dance around the subject as he spoke of his long-standing admiration of the Saatchis and of their admiration of his agency.

"It [the report] would have been true at any time in the last five years," he said, explaining, "We are and we remain very good friends."

Mr. McCall said the ongoing friendship "would certainly ac-

(Continued on Page 58)

BEST AVAILABLE COPY

BEST AVAILABLE COPY

CBS' results ease affiliate unrest

By DIANE MERMIGAS

Los Angeles—The annual CBS-TV affiliates meeting here last week was a love fest void of pressing issues, with the network demonstrating how it made good on "promise and performance" in nearly every daypart last season.

Underlying affiliate concerns on such subjects as nonintegrated 30-second spots, the network's sales and profit picture and counterprograming moves were not always addressed directly by CBS top brass.

The "promise and performance" theme was coined by Tony Malara, president of CBS Television Network, and set the tone for the three-day event.

"I think the affiliates are generally happy. There's not much to be unhappy about when you look at the changes and problems at the other networks," said Guy Main, chairman of the CBS affiliates board and exec vp of Midwest Television, Champaign, Ill.

In group sessions, network executives glossed over their recent decision to permit experimental nonintegrated 30-second spots with stringent restrictions, which some affiliates are refusing to air.

James Rosenfield, exec vp, CBS/Broadcast Group, squelched affiliate concerns about a possible third-phase expansion of prime time ad inventory by declaring the network will take no such action this fall.

The problem of the network's current soft ad sales picture and declining profitability was not addressed directly by CBS executives.

Thomas Wyman, in his first address to affiliates as chairman and recent successor to William Paley, assured station executives that "despite a softness in the scatter market, the picture in broadcasting is brighter than it has been for quite some time."

"Our marketplace analysis and timing were mostly right, and the theory worked better than we thought it would," Jerry Dominus, vp-sales for CBS Television Network, told the group.

Although he conceded "the strong economy that had been expected just hasn't materialized," he reported increased sales in Saturday morning children's, sports and news programing. He also predicted automotive sales, the network's biggest category, "will be up significantly."

Local ad sales are projected to increase as much as 13% this year, and national spot sales will be up about 12.5%, he said.

The network will maintain its current sales and business strategy into 1984, when management expects to see an over-all revenue increase of 12% over this year, Gene Jankowski said in an interview with Advertising Age. The president of CBS/Broadcast Group also told affiliates in a closed session the network's recent hiring freeze and current cost-cutting would not affect program development or production. He said he hoped natural attrition would reduce the company's staff by about 400 persons by year's end.

He said he will be relying on the recommendations of division heads, expected to be delivered within the next two weeks, in deciding how other costs will be cut the rest of this year and into 1984.

Some affiliates felt trepidation at the announcement by Scott Michels, vp-affiliate relations, that CBS' eventual conversion to satellite program distribution will cost the stations the same if not more than they now pay for conventional landlines transmission.

"There will be a studied challenge on the satellite distribution costs after the network presents us with all the details of their plan at a June 10 meeting," said Jim Babb, former CBS affiliates board chairman and exec vp of Jefferson Pilot Broadcasting, Charlotte, N.C.

The satellite distribution plan, which CBS will begin experimenting with in nine Southwest cities this summer, will require stations to purchase receiving dishes. More than 100 CBS affiliates that already have invested heavily in receiving dishes for their own use were told they probably could use them as a backup.

Other issues such as affiliate encouragement of the network to pursue source licensing of music, Federal Communications Commission requirement that cable operators carry network teletext services and repeal of the syndication and financial-interest rules were matters on which broadcasters on both sides of the fence were agreed.

In many instances, CBS brass headed off affiliate concerns early by announcing such things as the implementation this fall of shared network-station on-air identifications and unprecedented co-op promo opportunities for affiliates.

Neal Pilson, president of CBS Sports, reassured affiliates the network will carry at least four already scheduled National Collegiate Athletic Assn. football games this fall despite the outcome of litigation regarding game scheduling.

Regarding the highly publicized libel suit pending against the network's "60 Minutes," CBS News president Van Gordon Sauter said, "'60 Minutes' has never lost a libel suit nor has it settled out of court. We expect to win this suit."

The sheer volume of special programing that CBS has lined up for the 1983-84 season (including 32 hours of miniseries, more than 45 hours of made-for-tv movies and 20 hours of theatrical films) indicates the top-ranked network will accelerate its counterprograming tactics during sweep months and against such blockbuster events as ABC's telecast of the Winter and Summer Olympics. But the only major scheduling decisions the network has revealed so far are plans to air the original "Star Wars" during the February, 1984, sweeps.

B. Donald Grant, CBS Entertainment president, defended the network's "bold and aggressive" move to go with three regularly scheduled movie nights next fall, in response to what he said was erroneous conjecture by some ad agencies that CBS' series pilot development was weak or that the network has chosen to play it safe.

"Rather than watch good half-hour series become the early casualties of the programing wars, forcing us to add a third movie night, we now are starting with a third night—taking advantage of a movie inventory that is truly unprecedented," Mr. Grant said.#

How predictions fared

New York—A year ago, the advertising agency crystal ball gave an overly optimistic view of the upcoming tv season.

Of 71 programs covered by agency executives a year ago, 27 attracted fewer audience share points than predicted, while 11 performed better than the shops thought and 33 met the forecasts within two share points. In fairness, the agency experts were not too far under the mark in the 50 series where higher shares had been anticipated.

The agency predictions proved to be a good measure of a series' chances to stay on the air or be canceled.

For instance, only two of the programs that performed better than predicted were canceled ("Too Close For Comfort" on ABC and "The Powers of Matthew Star" on NBC). Only one show that performed up to forecasts was jettisoned (CBS' "Cagney & Lacey").

By comparison, 24 of the 50 shows performing below agency expectations were axed.

Failing to live up to the agency projections was not necessarily a one-way ticket to oblivion. For example, "60 Minutes" attracted four fewer share points than predicted but still emerged the highest-rated prime time regular.

Still, only the heartiest of shows were able to perform below agency expectations and survive. Statistically, a show that performed as well or better than the agency prediction had a 90% chance of being renewed, while a program not meeting agency expectations had only a 50% chance.

The prophets were generally too optimistic on the performance of newcomer shows for 1982-83. Only seven new shows performed better than projected, while 21 new shows failed to meet expectations.

The most overrated freshman series last year were the short-lived "Gavilan," which came in eight share points below projections, and "The Devlin Connection," six share points below predictions. Both were quickly dropped by NBC.#

New season same old story

(Continued from Page 2)

23.1. ABC is expected to narrow the margin in the second half of the network season, as it did with this spring's miniseries, "The Winds of War" and "The Thorn Birds," to finish a close second.

Of the new shows this year, only ABC's "Hotel," the Bette Davis vehicle based on the Arthur Hailey novel, is being pegged at a 30 share. "After M*A*S*H" is being assigned a 27 share, while ABC's new "Yes, But I'm Married" with Madeline Kahn is expected to draw a 26 share. No other new series will produce more than a 24 share, according to agency predictions.

Among the new shows marked as certain losers by these agency buyers are CBS' "Cutter to Houston" and "The Whiz Kids"; ABC's "Lottery" and "Trauma Center," and NBC's "The Rousters."

On a night-by-night basis, the executives have ABC emerging as the ratings champ on Monday, Tuesday, Wednesday and Saturday, with CBS winning the remaining three nights. NBC is not expected to win a single night, although the agency forecasters said their predictions could change following the anticipated massive rescheduling at NBC. That shakeup in the schedule could begin even before the start of the fall season.

The highest-rated program next season will again be CBS' "60 Minutes" with a projected average share of 39, the buyers say. The remainder of the top 10 ratings list, according to the agencies, will include: "Dallas" (37 share); "Falcon Crest," "Magnum, P.I.," "Dynasty" and "Monday Night Football" (tied at 34); "Love Boat," (32); "Hill Street Blues" and "Simon & Simon" (tied at 31); "The A Team," "Hart to Hart," "Trapper John, M.D." and "Hotel" (tied at 30).

"NBC Monitor," which last season was the lowest-rated prime time series, is expected to maintain that dubious distinction with an anticipated average 13 share as it moves to a new time period and goes head-to-head with "60 Minutes." Most of the agency forecasters said "Monitor" would survive only as long as NBC believes it is futile to try to throw any other show against "60 Minutes."

The forecasters have predicted that combined network audience shares will range from a low of 70 during the 8 p.m. to 9 p.m. block on Wednesday and Saturday to a high of 87 in the 9 p.m. to 10 p.m. time period on Monday. The Monday share levels, however, are expected to decline after ABC's "Monday Night Football" concludes its schedule.

"Happy Days" is expected to enter its final season as the forecasters believe it will generate only a 22 share, narrowly edging out CBS' "Mississippi" and lagging behind NBC's "The A Team." ABC's "Three's Company" is seen as continuing its relatively strong performance with a 29 share.

NBC's returning series "St. Elsewhere" is not expected to remain on the schedule through the fall, with a predicted average audience share of 20. Most agency experts expect the new NBC series, "The Yellow Rose," now slotted for Saturday night at 10 p.m., to move into the Wednesday night 10 p.m. period, now held by "St. Elsewhere." Another anticipated NBC schedule change involves "Knight Rider." Slotted for Sunday at 8 p.m., it is expected to be moved to the Friday lineup.

"The entire NBC 10 p.m. lineup looks great for affiliates who want to see apparently strong, high-concept shows scheduled as lead-ins for their local news," said an agency forecaster, "but all of the 10 o'clock shows are in the wrong place. Some of these are being wasted, and it's a shame. 'The Yellow Rose' is a real good-looking show, but it's on Saturday night when it's traditionally impossible to build a following for a prime time soap opera. And on top of that," he continued, "it has a sure loser ['The Rousters'] as a lead-in. 'For Love and Honor' is a very well-done production, but it has 'Manimal' as a lead-in and that show is a formula show that wasn't executed well and has to go against 'Dallas.'"

CBS, having recently informed its affiliates that it was holding back some prime time candidates for December launches, when it expects ABC and NBC new-stunting to be over, is expected to need the new shows to fill in for "CBS Wednesday Night Movie" with its anticipated 23 share average. CBS surprised most observers when it announced that it would go into the fall season with three movie nights, especially after CBS stated earlier that theatrical films no longer were generating blockbuster ratings.#

Times Mirror, 'Post' consider videotex

Los Angeles—Times Mirror Co. has made an agreement with the *Washington Post* to consider the possibility of offering a commercial videotex service in the Washington-Baltimore area.

The *Post* becomes the latest newspaper to associate with Videotex America, a partnership between Times Mirror Videotex Services and Infomart of Canada, to pursue electronic publishing. Other newspapers include the *Arizona Republic/Phoenix Gazette, Florida Times-Union/Jacksonville Journal, Minneapolis Star & Tribune, San Francisco Chronicle* and the McClatchy newspapers based in Sacramento.

Otis Chandler, Times Mirror chairman and editor-in-chief, made the announcement at the company's annual shareholders meeting here last week—a meeting in which company officials made optimistic predictions about 1983, as compared with Times Mirror's sluggish 1982 performance.

President-chief executive officer Robert Erburu predicted, "barring unforeseen circumstances," the media giant will have a record year in 1983, with gains expected in the newspaper and tv operations. But, he cautioned, the "final measure of our actual performance will depend most upon the timing of the economic recovery and upon the magnitude of the losses incurred by our affiliate cable systems."

So far in 1983, Times Mirror's cable operations have shown operating gains over last year's levels, but continue to incur sizable losses in several joint-venture systems. This will affect the company's earnings for the balance of the year, Mr. Erburu said.

At Times Mirror's newspaper group, the outlook is cautiously optimistic. In the first quarter of '83, operating profit increased to almost $40 million from last year's $31 million, due to a decline in newsprint prices and the strict cost-control programs the company has had in place since early 1982.

Growth in daily and Sunday circulation has helped boost revenues, Mr. Erburu said. Ad rate increases at Times Mirror newspapers also have resulted in higher revenues, he said, although he conceded that the outlook for ad linage improvements will depend upon the economy.

Full-run advertising for all Times Mirror newspapers was off 4.7% in the first quarter; at the *Los Angeles Times*, it was off 8.6%.#

Sweeps a tying experience

(Continued from Page 2)

episodes during the sweeps, about 60%. NBC had about 48% and CBS about 43%. Original series product on both CBS and ABC averaged about a 16 rating, compared with NBC's estimated 14 rating.

NBC's series, with "The A Team" being one of the few exceptions, showed little growth in May. NBC's original series episodes often were outranked by CBS' series reruns.

However, NBC continued to enjoy the urban appeal it demonstrated throughout last season. Its stations also placed first during the May sweeps in prime time in the top three markets—New York, Chicago and Los Angeles.

During the May, 1982, sweeps, ABC edged out the competition with a 15.2/27 in Nielsen and a 15.4/27.2 in Arbitron. CBS placed second, averaging a 14.7/26.2 in Nielsen and a 14.7/26.1 in Arbitron. NBC's performance during the most recent ratings book is improved dramatically when compared with the network's 13.9/24.7 in Nielsen and 14/24.7 in Arbitron last year.#

BEST AVAILABLE COPY

7UP drive tops $40 million

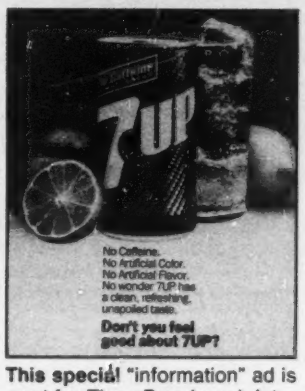
By ROBERT REED

Undaunted by the outrage of its competitors, Seven-Up Co. is charging ahead with a new campaign that lambasts other soft drinks for containing artificial coloring and flavors while claiming that 7UP is free of these additives (AA, May 23).

Also in the wings is a new campaign for Like, Seven-Up's cola, which will begin the second week of June, according to sources.

Already under way, 7UP's massive advertising push builds on the "no-caffeine" positioning, which provided the drink with its first sales increase since 1973. Competitors raged over the approach and then begrudgingly entered the "no-caffeine" category themselves.

The linchpin of the new effort is the theme, "No caffeine. No artificial colors. No artificial flavors." Commercials picture a bevy of other soft drinks that spokesman Geoffrey Holder scoffs at for containing additives. Featured in the spots are Coke, Pepsi, RC Cola, Dr Pepper and many others.


7UP
No Caffeine.
No Artificial Color.
No Artificial Flavor.
No wonder 7UP has a clean, refreshing, unspoiled taste.
Don't you feel good about 7UP?

This special "information" ad is set for *Time, People* and *Jet.*

Seven-Up's newest message has aired on the three tv networks and will be seen on 77 independent stations and 10 cable networks this summer, according to the St. Louis company.

Spots are supported by a full complement of radio and newspaper ads. Special magazine ads are appearing this week in issues of *Jet, People* and *Time.* The insert ads claim to offer "some hard news about soft drinks" and use a comparison chart.

Although Seven-Up officials refused to state the cost of the "no-additive" strategy, they told bottlers it will be more than the "no-caffeine" drive. Seven-Up spent an estimated $40 million to support that push. N W Ayer, New York, is the agency.

Competitors again are angry at the actions of the Philip Morris Inc. subsidiary. Coca-Cola Co. sent a letter to its bottlers calling the new campaign "insidious, false, misleading and detrimental to the industry." To counterattack, Coca-Cola said it soon will break a new "positive" ad campaign for Sprite, its lemon-lime drink.

Dr Pepper Co. officially filed a complaint with the three networks last week, charging Seven-Up with falsely claiming 7UP did not contain additives. Dr Pepper stated its laboratory test found 7UP to have sodium ci-

(Continued on Page 60)

'No caffeine' choice: 7UP

By JOSEPH M. WINSKI

The potential size of the caffeine-free soft-drink market may be substantially higher than even soft-drink makers have estimated.

It also appears that Seven-Up Co. scored a major coup in tapping that market with its ad campaign stressing the brand's no-caffeine properties: By a substantial margin, 7UP is the caffeine-free soft drink consumers think of first.

adWatch

Those conclusions emerge from a survey of a random sample of U.S. consumers, conducted for Advertising Age by SRI Research Center, Lincoln, Neb. In the survey, 1,250 consumers 18 and older were polled; 1,235 of them said they drink soft drinks.

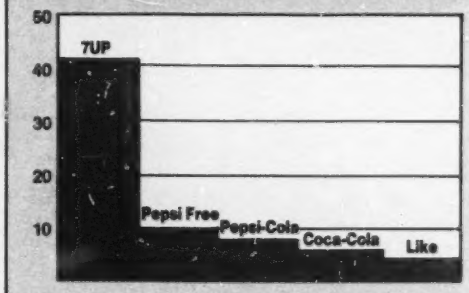
The survey asked respondents to say whether the presence of caffeine in soft drinks makes "a great deal of difference, some difference or no difference" to them. More than 28% of the soft-

(Continued on Page 60)

Caffeine in soft drinks. . .

Makes a great deal of difference to me	28%
Makes some difference	13%
Makes no difference	56%
Don't know	2%

Which noncaffeine soft drink first comes to mind?



Asked in April of 1,235 consumers who said they drank soft drinks.

Source: SRI Research Center, Inc., Lincoln, Neb.

Arby's aims new push at kids' market

By SCOTT HUME

Arby's will try to increase its share of the family market next month with the introduction of its first menu offering targeted to children.

With its new Arby's Adventure Meal, the Atlanta-based chain also is introducing "R.B.," a robot, its first children's character.

But after that, its marketing strategy calls for a glassware promotion and new network tv campaign aimed at the adult market that has been its traditional base. The company is counting on adults to support the new image Arby's has begun to fashion.

Arby's Adventure Meal, the 1,200-unit chain's first boxed children's meal, will contain an Arby's Junior roast beef sandwich, small order of fries, small soft drink and a toy. Packaging features an outer-space theme (timed to "Return of the Jedi's" release) and introduces the robot character that will be used extensively in point-of-purchase material.

Information packets being sent to Arby's franchise owners explain that the Adventure Meal was developed "to help Arby's increase its share of business from families with small children." The chain's menu and marketing programs traditionally have been targeted to adults 18 to 49.

But the packets also seek to assure franchisees that the coming of

(Continued on Page 60)

Syndie football big affiliate lure

By CRAIG REISS

New York—Network tv prime time ratings will be substantially below normal for Aug. 29, when at least 17% of all network affiliates will preempt regular programing to carry the syndicated "Kickoff Classic" college football game.

The network preemptions are being viewed as evidence that future one-time-only syndicated sports specials can play havoc with network programing strategies and affiliate loyalty.

The "Kickoff Classic," a new college football game that will pit Penn State, last year's top-ranked team, against Nebraska, the top contender selected by a coaches' committee, reportedly has been picked up by 130 stations—45 NBC affiliates, 33 ABC and 33 CBS affiliates and 19 independent stations.

In one week, the game being syndicated by Katz Sports has cleared 46 of the top 50 markets (including 33 of the top 50 affiliates) and has reached about 79% clearance of U.S. tv households. The game will be played in Giants Stadium in East Rutherford, N.J.

The number of network affiliates carrying the game is expected to increase in the next few weeks as additional markets are cleared. But already the game appears to have attracted a record number of affiliates for a syndicated sports special.

The game, starting at 9 p.m. (ET), occurs just weeks before the start of the new fall prime time schedule. NBC has scheduled three or four days of "The Godfather" movies to run through Aug. 29 in order to build momentum as it enters the new fall season, but that programing move is rendered

(Continued on Page 55)

Ad industry topped others in recession

By ROBERT J. COEN
Senior vp, McCann-Erickson

For the first time in recent history, advertising has outpaced other sectors of the economy during a business slowdown. This reflects a change in the way marketers look at advertising's role in a recession.

In past recessions, the advertising industry's share of the gross national product has tended to drop or flatten out, but advertising growth in 1982 was much stronger than the rest of the economy.

During 1982, the U.S. economy declined by 1.7% in real terms. Most industries experienced declines in their unit volumes of between 1% and 3%. The weak economy and worldwide oil glut helped to reduce the inflation rate substantially below the double-digit levels of previous years.

The over-all GNP deflator rose just 6% on average for all months of 1982 compared with 1981, and consumer prices rose only 4% from December, 1981, to December, 1982. Thus, most industries experienced reduced physical volume with revenue increases of only 3% to 5%. Total GNP, which declined in real terms, grew only 4.1% when inflation is considered.

Advertising industry revenues increased about 10% in 1982, and although many media failed to perform as expansively as they had in previous years, they really did far better than most other industries.

Advertising demand posted real gains in 1982. It actually contributed to some of this real gain, since rebate-type advertising proved to be significant for the first time in a major recession. Special price promotions extended to many areas other than automobiles. Airlines

(Continued on Page 42)

world news roundup

London—Young & Rubicam and British-based Collett Dickinson Pearce by Sept. 1 will announce that they will set up a jointly owned company, CDP International, with CDP holding a majority share initially, to provide clients with a separate and "creative" international network (AA, May 23). It will operate independently of Y&R's existing agencies and may stretch beyond Europe.

Hamburg—Gruner & Jahr confirmed that the forged Hitler diaries cost the company $8.3 million. This includes $3.9 million for the fake manuscripts, $1.25 million each in severance pay for the two ousted *Stern* editors and $1.7 million for travel and research.

London—Satellite Television, the satellite broadcasting company that newspaper magnate Rupert Murdoch likely will take over, this week will learn if the government will allow the service to enter France by supplying programs to a Paris hotel. This could pave the way for all French hotels and cable systems eventually to have access to the service.

Sao Paulo—N W Ayer International, making a new Latin American push, is negotiating to buy minority shares in ad agencies in Brazil, Mexico and Venezuela before the end of 1983.

Mexico City—Apple Computer will manufacture in November a version of its Apple IIe personal computer for Latin markets, in a joint venture with an unnamed Mexican company in Guadalajara. Dieste, Merino/BBDO will handle.

Montreal—Cockfield Brown, Canada's only publicly held ad agency, was declared bankrupt last week. Trustee Andre Giroux told creditors he hopes to pay 75% of the company's $5 million debt.

Nimslo, Ogilvy break up

By GAY JERVEY

New York—The secretive Nimslo Corp., its 3-D photography system floundering, has quietly parted with its first and only agency, Ogilvy & Mather.

What remains uncertain is who will handle an account once considered to be worth $25 million, and—more importantly—whether Nimslo can overcome a widening credibility gap fostered by 3-D's disappointing debut and corporate reticence concerning its financial performance.

Ogilvy & Mather would only confirm that it no longer handles Nimslo. The parting was described as a natural by-product of a recent Berkey/Nimslo deal that saw Ber-

(Continued on Page 58)

Ad awareness springs ahead in April

By JOSEPH M. WINSKI

Aided by fresh advertising and increased spending, more advertisers posted significant gains in awareness last month than in any month since ADVERTISING AGE began publishing results of advertising awareness surveys in April, 1982.

Last month's scores were the highest to date for most of those advertisers. Sixteen advertisers recorded statistically significant increases in awareness last month. Only two advertisers mentioned by respondents—Burger King and Diet Coke—suffered significant declines.

adWatch

Burger King's archrival, McDonald's, was one of the big gainers, posting its highest adWatch score to date.

In the survey, conducted by SRI Research Center, Lincoln, Neb., a random sample of 1,250 consumers was asked to identify the advertising that first came to mind of all seen, read or heard in various product categories in the previous 30 days. The survey was conducted by telephone from Ap 11 through April 21.

Other big gainers last month included Eastman Kodak and Polaroid, both apparently beneficiaries of ad themes introduced last month and a spring push to sell cameras for gift-giving; Wrigley chewing gum; Apple Computer, which has been heavily advertising its new Lisa model, and Coca-Cola, which continues to withstand Pepsi-Cola's new "Pepsi Now" campaign.

In one of consumer marketing's closest-watched ad battles, McDonald's scored heavily at Burger King's expense in April, and in the process seemed to demonstrate again that Burger King's hit-and-run comparative ads lack staying power. Burger King phased out its latest anti-McDonald's spots—stressing Burger King's "flame broiling" vs. McDonald's "frying"—and dropped 5.3 points in awareness, to 16.2% of the responses.

McDonald's continued to give heavy exposure to its "McDonald's and You" spots and rose 8.5 points in awareness to 49.8%.

McDonald's record April score also suggests that Leo Burnett USA, which received the account when McDonald's dropped NH&S/USA despite that agency's acclaimed work, is fashioning impressive McDonald's credentials in its own right. The BK agency is J. Walter Thompson USA.

Wendy's was again No. 3 in fast-foods, with 3.4% of the responses, about the same as in March. Wendy's has promised to introduce its "most dramatic advertising" in years next month (AA, May 9).

The biggest April gainer was Kodak; 27.9% of the consumers surveyed in April said Kodak advertising came to mind first of all camera and equipment advertising seen or heard in the previous 30 days. That was up 9.8 points from March and was Kodak's second-highest adWatch score. Canon remained No. 2 in the category with 14.1% of the responses (vs. 11.4% in March), but No. 3 Polaroid moved to within a point of Canon with 13.1%, up 5.1 points.

Kodak in April broke new campaigns for its color paper and stepped up advertising for its disc cameras. Polaroid last month introduced emotional-appeal commercials for instant photography with the theme, "The sharing makes the memories sweeter."

In soft drinks, it was the company with the "old" advertising—Coca-Cola—making the big move in April, while Pepsi-Cola, which recently launched a new campaign, remained flat. Coke's awareness rose 5.4 points to 28.6%, one of its highest adWatch scores, while Pepsi's awareness was not statistically different at 19.7% of the responses vs. 20.3% in March. Coke's 8.9-point adWatch margin over Pepsi is the largest it's been.

Diet Coke, however, suffered a significant 3.8-point decline in April and yielded the No. 3 spot it had claimed in February and March to 7UP. That soft drink received 5.2% of the responses (vs. 4.6% in March) to Diet Coke's 4.6%.

It was a big month for Wrigley chewing gum. In the gum & candy category, "Wrigley" advertising was named by 13% of the respondents, up 7.1 points, while Wrigley's Doublemint was No. 2 with 7.6%, up 4.2 points. Snicker's was No. 3 with 6.2%, up from 4.3%. Yet another Wrigley entry, Spearmint gum, was No. 4 with 4.6%. The April scores of all three Wrigley entries were their highest to date in adWatch.

But Wrigley, unlike some other advertisers with improved scores, didn't launch any new advertising last month or increase spending.

Marlboro fell from No. 1 in tobacco products for the first time, even though its awareness score rose slightly, to 5.6% from 5.1%. It was replaced by Kool, which received 6.2% of the responses, a significant 4.1-point increase. That was the first time any advertiser in the category achieved a statistically significant increase. It was also the first time Kool ranked among the top three. Skoal fell to No. 3 from No. 2.

Kool last month vigorously backed a sweepstakes promotion offering a black Porsche as top prize; the event reportedly has been drawing a heavy response. Kool continued its seemingly ubiquitous print and outdoor campaign identifying the Brown & Williamson brand with jazz music. Nearly one third of the respondents naming Kool ads said they saw them on outdoor boards, by far the highest percentage of outdoor ads cited for any adWatch advertiser.

Another new category leader last month was Procter & Gamble's Ivory, with 7.4% of the responses in soap and shampoos, vs. 5.9% in March. P&G's Tide, which has led the laundry products category every month, received its best score yet in April, with 28.2% of the responses, up a significant 5.4 points from March, when it had posted a significant 4.2-point gain.

Apple Computer, which apparently stepped up spending to advertise its Lisa model, also had its best adWatch score in April; it solidified its No. 2 rank in home electronics with 8% of the responses, up 4.2 points from March. Atari, the consistent leader in the group, received 13.6% of the responses, down from 15% in March and from 26.2% in December.#

For more information, contact Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

7UP drive tops $40 million

(Continued from Page 3)

trate and citric acid and these additives dispute the Seven-Up position.

The networks are investigating the issue, but have allowed the spots to run. Seven-Up contends sodium citrate and citric acid do not come under the Food & Drug Administration's heading of artificial flavors or colors and so do not undercut its message.

Edward Frantel, president of Seven-Up, disputed competitors' claims that the nonadditive campaign is negative and destined to hurt the industry. Mr. Frantel sees the push as a positive means of informing the public.

"It is our firm belief that the soft-drink consumer should have information that allows them to make an informed purchase decision about the soft drinks he or she purchases, either for personal consumption or for children," Mr. Frantel said at a press conference last week to officially kick off the marketing drive.

The company also disputed claims that its bottlers were angered over the new tactic. A spot check of Seven-Up bottlers that carried a major cola found they were angry over the approach, but Charles Schmid, vp-franchise, said nearly all its bottlers were behind the effort.

In other Seven-Up news, the acquisition of major bottler Joyce Beverages by All-American Bottling Corp., a company backed by the Cisneros Group of Venezuela, has been called off. In the works since March, the deal was terminated because Seven-Up feared All-American would stop distributing Like and replace it with RC Cola, according to an industry source. The Cisneros Group owns nearly 40% of RC Cola's bottling capacity in the U.S.

Since its debut, Like has had trouble getting distribution and is currently in 50% of the country. Joyce has bottling plants in Chicago, New Rochelle, N.Y., and Forestville, Md.

Seven-Up and Joyce officials declined to comment.#

Survey's 'no caffeine' pick: 7UP

(Continued from Page 3)

drink consumers responded that it made a great deal of difference. Another 13% said it made some difference. About 56% said it made no difference, and 2% said they didn't know.

Assuming that those who said the presence of caffeine makes some or a lot of difference were expressing a preference for soft drinks with reduced caffeine, the survey suggests a potential market of about 40% of adult soft-drink consumers. (Teen agers and children, who were not surveyed, presumably would have less-pronounced anti-caffeine feelings.)

The results indicate a considerably larger potential market than has been projected by some in the industry. A Coca-Cola Co. spokesman, for example, said the company estimates that caffeine-free colas will account for about 15% of the total soft-drink market by early 1985, up from about 7% to 8% this year. Adding 7UP, the largest noncola, no-caffeine soft drink with an estimated 5.2% market share, still results in a total share for all caffeine-free soft drinks well below the potential suggested by the poll.

Asked to name the caffeine-free soft drink that first came to mind, 41% of the consumers questioned said 7UP—more than four times the 10% who named runner-up Pepsi Free.

Seven-Up broke its then-controversial "no-caffeine" ad campaign in the middle of last year. That effort helped Seven-Up Co. regain the No. 3 spot among soft-drink companies, according to industry analyst John Maxwell.

Pepsi-Cola was the third most-named no-caffeine soft drink in the poll, with 8% of all responses, and Coca-Cola was fourth with 6% of the responses. Both Pepsi-Cola and Coca-Cola contain caffeine. Like, a Seven-Up Co. cola that is caffeine-free, was No. 5 in mentions, with 4% of responses.

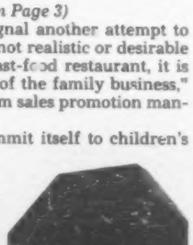
Concern about caffeine presence generally was highest among women and among consumers earning $20,000 to $40,000. Concern was also higher, relative to their share of the total sample, among consumers 25-to-44-years-old than among older or younger groups. There was no significant geographical variation in the responses. While 7UP and Pepsi Free were named by roughly the same percentage of women and men as were in the total sample, two-thirds of those naming Like were women.#

Arby's push aims at kids' market

(Continued from Page 3)

R.B. the robot does not yet signal another attempt to reposition Arby's. "While it is not realistic or desirable to make Arby's a children's fast-food restaurant, it is desirable to get a larger share of the family business," says a memo to franchisees from sales promotion manager Bette Justice.

That reluctance to fully commit itself to children's marketing extends to the advertising that will support the promotion. What separates the Adventure Meal from the "fun meals" offered periodically by Burger King, McDonald's and others is Arby's intention to market its version as a convenience for adults rather than as a treat for children.



Tv spots for local use created by Grey Advertising, New York, the chain's national agency, are targeted "to the mother [adult purchaser] with the child as the secondary target audience," according to the promotion packet. As a result, the company is recommending to franchisees that they concentrate local tv buys in early fringe to "maximize your reach of Arby's primary market," women 18 to 34. Spot radio, newspaper ads with coupons and free-standing inserts also will be used.

On June 26, a four-week promotion targeted to 18-to-34-year-olds will kick off. Participating stores will offer Arby's Sports Nut Glasses, a set of 13-oz. on-the-rocks glasses with humorous sports scenes by cartoonist Gary Patterson. Local tv, radio and newspaper advertising again will support.

Finally, Arby's plans a return to network tv in late July, with a campaign for the Deli Sandwich line it introduced last year in its attempt to position itself as full-menu rather than just a roast beef chain.

Last October, the company abandoned its 2-year-old "America's roast beef, yes sir" theme in favor of the more flexible "You say Arby's, you've said a mouthful." Soon after, it dropped its agency, Lois Pitts Gershon, New York, and named Grey the successor in January. That slogan will continue in the tv spots this summer as the company works to strengthen consumer perception of the new full-menu Arby's.

"You have to be careful with product proliferation," senior vp-marketing Larry Krueger said. "Companies come out with new products all the time and then abandon them. We're trying to position Arby's for the '80s, and if you change your message too many times, you merely confuse your customers. We're trying to stay with a unified message."

But another potentially major change for the chain's identity is lurking in the wings. A test of barbecued rib platters and barbecued chicken and pork sandwiches continues in Louisville (AA, April 4).

Backed by a campaign themed, "Arby's barbecue is calling you," the test will be expanded to additional markets this summer.#

Index to Advertisers

Actmedia	55	Paddock Publications	M23
Advertising Age	51,53	Paramount/Television Domestic Distribution	11
Advertising Age Education	M16	Penton/IPC	62
American Bar Association Journal	28	People	31
Andover Real Estate	40E	Playboy	7
Barron's	8	Polyline Corp.	31
Beemak Plastics	14,38	Press-Enterprise	M20
Bergen Record	M12	Priceless Screen Printing	31
Bert, Barz & Kirby	14	Radio Advertising Bureau, Inc.	24/25
John Blair Marketing	29	Redbook	27
Business Week	54	The Register/Orange County MetroGroup	4
Catholic New York	40E	SEM Newspapers	M16
Contra Costa County Group	M19	St. Louis Globe-Democrat/ Post Dispatch	M13
Crain Books	59	Seattle Times/Seattle Post-Intelligencer	18/19
Cunningham & Walsh	13	Sentinel Newspapers	M21
Daily News	M15	Shell Alpert & Associates	18
Dilley Manufacturing Co.	20	Shopping Center Network	22,36
Discover	23	N. G. Slater Corp.	34
DuPage Suburban Newspapers	M22	Ronald Smiley Associates, Inc.	20
Family Handyman	12	Southwest Airlines Magazine	40MW
First Media Services Corporation	40S	Sports Dreams	10
Forbes	M27	Sports Illustrated	36/37
Game-Show Placement,Ltd.	56	Strathmore Paper	28
Golf Digest	61	Suburban Newspapers of America	M18
Graphic Calculator Company	22	Suburban Newspapersof St. Louis	M14
Highlander Publications	M21	T. V. Cable Week	35
The Jingle Machine	12	T. V. Guide	9
The Journal Newspapers	M25	TV Spots	34
Kansas City Star/Kansas City Times	M19	Tension Envelope Corp.	20
Landon Associates, Inc.	M18,M20,M22	Texcolor, Inc.	22
Los Angeles County	40W	Time	30
Los Angeles Times	M30	U.S.A. 800	19
MTV Music Television	32/33	U.S. News & World Report	17
Mechanix Illustrated	6	U.S. Suburban Press, Inc.	M9
Midwest Decalcomania Co.	10	Van Brook of Lexington, Inc.	40S
Mutual Broadcasting System	M29	Ventura Associates, Inc.	34
NPD Research	10,43	Vividtone	39
National Yellow Pages Service Assn.	39	WFIX	44/45
Neiman Looseleaf Products	40MW	Wall Street Journal Report	15
New Orleans Times-Picayune/ States-Item	M17	Webcraft Converting Printers	39
Newspaper Advertising Bureau, Inc.	M7	Westchester Rockland	41
Newsweek	5		
ON CABLE magazine	31		
Olympic Guide	M2		

BEST AVAILABLE COPY

Ad industry strong

(Continued from Page 3)

spent heavily to fill empty seats, as did hotels and resorts during the peak season to fill rooms and facilities.

These practices were copied by other marketers experiencing sluggish business conditions. The major advertisers of nondurable consumer products competed more intensely for market share than they had in the past, when maintenance of schedules and the slowdown in new-product entries tended to be the norm.

The good showing of the advertising industry really becomes apparent when we examine the trend in advertising as a percentage of the GNP.

In 1972, the economy was strong. It was a year of presidential elections and Olympics. Advertising amounted to 1.957% of the GNP. In 1973, the normal postelection-year pattern set in and was aggravated further by the oil crisis in the fall of 1973. Thus, advertising as a percentage of GNP plummeted to 1.883% and continued downward during the deep and extended 1974-75 recession, touching bottom in 1975.

In 1976, a year of economic recovery, advertising spending soared and the ratio of it to the economy moved sharply upward, close to the 1972 level. From 1976 to 1979, advertising grew faster than the economy, so the rate continued to rise. Advertising was growing in importance and assuming a relatively more important marketing role each year.

In 1980, there was a decline in the economy, but so brief that it failed to affect the ratio of advertising to GNP as usually had happened in the past. In 1981, the economy experienced only sporadic periods of real growth, and 1982 proved to be a year of significant economic decline.

If the past had repeated itself, we would have seen at least a flattening in the ratio of advertising to the economy. Instead, there was the sharpest upturn since 1976. This means that the role of advertising in a soft economy has changed considerably from the holding or cutback strategies that were most prevalent in the past.

In 1982, every medium except farm publications and trade papers posted revenue gains equal to or in excess of the normal GNP growth of 4.1%. Magazine advertising pages declined in 1982, but higher rates resulted in revenue gains of 5% despite considerable weakness in liquor and cigaret advertising—two of magazines' most important categories.

Newspapers in many markets experienced painful reductions in advertising linage by key retailers and in their highly profitable help-wanted and real-estate classified listings. These losses were offset partially by some heavy rebate schedules, but most of the 1982 newspaper revenue growth was due to double-digit rate increases.

Demand for tv advertising time continued to expand, and the result was much higher prices for both network and spot commercial time. Modest increases in commercial volume, combined with double-digit rate increases, resulted in another record year in ad revenue growth for this medium.

The only medium that responded to the decline in energy costs with a rate reduction was direct mail. The U.S. Postal Service reduced postal rates in a number of major advertising categories, and mail volume grew significantly.

The decline in postage cost and the growth in the size of the average mailing permitted additional economies in printing and production costs on a per-piece basis, resulting in a further reduction on a cost-per-thousand basis. This proved to be the opposite of the experience in tv, where double-digit rate increases often were accompanied by a decline in audience delivery, with the result that cpm soared.

Despite the economy and the exceptionally high rate increases for many media, the volume of advertising messages rose again in 1982. For the first time in recent history, total advertising demand increased during an economic slowdown. Advertising budgets for many goods and services continued to grow, despite the economy, and in some cases intensified because of the recession.

The unusual performance of the ad industry in 1982 normally would suggest that a period of adjustment is due. But limited media reports for the opening months of the year indicate no reversal in the trend toward greater use of advertising as a marketing tool.

Most forecasts for GNP growth fall somewhere between 7% and 8%, while ad revenue indications for most media are about 10%. Advertising growth in 1983 is likely again to outpace the growth of the rest of the economy.

With total U.S. advertising growing almost 10% in 1983, advertising as a per cent of GNP should rise to more than 2.2%. We look for a 1983 index point of about 112 or 113.

Advertising will continue to play an increasingly important marketing role in the U.S. economy this year and in the immediate future. Advertising demand will continue strong, but media price increases should come more into line with general inflation rates. As strengthened resistance to media prices helps moderate their pace, annual advertising growth and economic growth will come closer into agreement.

Several years ago, the Newspaper Advertising Bureau recognized the need to tighten its estimates. After a great deal of work, the bureau now is providing estimates based on a much more solid set of facts.

Through its extensive r&d, the bureau has determined the previous estimating procedures had led to a gradual inflation in the estimated advertising expenditures projections. As a result of these discoveries, the bureau has issued revised newspaper advertising expenditure figures for 1981 and 1982 as well as for previous years that were affected significantly by the previous procedures.

Recent budget cuts have eliminated many advertising industry statistics collected by the federal government. The greatest losses have been the discontinuance of the Federal Communications Commission financial reports on the broadcast media. 1980 was the last year that advertising expenditure estimates for tv and radio were based on these authoritative reports.

Current radio and tv ad numbers still are quite reliable, since they have been extended only two years since 1980. But, as time passes, confidence in their accuracy may be eroded.

The key to the reliability of the new broadcast estimates is the accuracy of the reports on year-to-year change in advertising revenues. Tv is easier to monitor than radio. Furthermore, the tv industry provides more extensive data than radio.

A more comprehensive factual base for estimating year-to-year changes in spot and local radio advertising is needed, and it is hoped the radio industry will provide more factual information to fill the void left when the FCC reports were discontinued.

In the past, we have used government reports to check periodically on the credibility of a number of specific media estimates as well as some of the major items contained in our miscellaneous category. As the availability of government benchmark statistics declines, it will be necessary to obtain more factual data from private industry sources.#

U.S. advertising volume

Medium	1981 Millions of dollars	1981 Per cent of total	1982 Millions of dollars	1982 Per cent of total	Per cent change
Newspapers					
National	2,259	3.8	2,452	3.7	+8.6
Local	14,269	23.6	15,242	22.9	+6.8
Total	**16,528**	**27.4**	**17,694**	**26.6**	**+7.1**
Magazines					
Weeklies	1,598	2.6	1,659	2.5	+3.8
Women's	853	1.4	904	1.4	+6.0
Monthlies	1,082	1.8	1,147	1.7	+6.0
Total	**3,533**	**5.8**	**3,710**	**5.6**	**+5.0**
Farm publications	**146**	**0.2**	**148**	**0.2**	**+1.5**
Television					
Network	5,575	9.2	6,210	9.3	+11.4
Spot	3,730	6.2	4,360	6.6	+16.9
Local	3,345	5.5	3,759	5.6	+12.4
Total	**12,650**	**20.9**	**14,329**	**21.5**	**+13.3**
Radio					
Network	230	0.4	255	0.4	+11.0
Spot	879	1.4	923	1.4	+5.0
Local	3,121	5.2	3,492	5.2	+11.9
Total	**4,230**	**7.0**	**4,670**	**7.0**	**+10.4**
Direct mail	**8,944**	**14.8**	**10,319**	**15.5**	**+15.4**
Business papers	**1,841**	**3.1**	**1,876**	**2.8**	**+1.9**
Outdoor					
National	419	0.7	465	0.7	+10.9
Local	231	0.4	256	0.4	+10.9
Total	**650**	**1.1**	**721**	**1.1**	**+10.9**
Miscellaneous					
National	6,334	10.5	7,067	10.6	+11.6
Local	5,574	9.2	6,046	9.1	+8.5
Total	**11,908**	**19.7**	**13,113**	**19.7**	**+10.1**
Total					
National	**33,890**	**56.1**	**37,785**	**56.8**	**+11.5**
Local	**26,540**	**43.9**	**28,795**	**43.2**	**+8.5**
Grand total	**60,430**	**100.0**	**66,580**	**100.0**	**+10.2**

National advertising index - 1982

Month	General index	Net tv	Spot tv	All mags.	Wkly.	Women's	Mthly.	Newspapers
Jan.	376	427	445	295	252	308	374	324
Feb.	370	403	446	297	251	325	368	332
March	378	425	450	306	260	328	382	316
April	375	428	454	309	268	331	374	289
May	390	457	446	311	275	314	385	328
June	368	444	430	286	231	318	369	286
July	361	434	441	295	251	322	363	237
August	356	436	423	281	234	313	351	249
Sept.	358	408	443	303	264	320	369	252
Oct.	354	398	426	304	261	339	363	266
Nov.	366	411	467	289	248	303	362	282
Dec.	393	451	485	301	263	334	351	318
Average for year	**370**	**427**	**443**	**298**	**255**	**321**	**368**	**290**
Per cent change over 1980	**+11**	**+11**	**+17**	**+5**	**+4**	**+6**	**+6**	**+9**

The McCann-Erickson national advertising indexes are key barometers of the month-to-month changes in national advertising spending. These indexes are seasonally adjusted measures of the monthly advertising revenues for the major national media. The general index is a composite of net tv, spot tv, magazines and newspaper expenditures by national advertisers and they are all based on the year 1967, which is equal to 100.

Source: Prepared for Advertising Age by Robert J. Coen, McCann-Erickson, Inc.

Confusion mars Belgrade meeting of IAA

By HOWARD SHARMAN

BELGRADE—Aristides Katoppo, an Indonesian publisher, was standing in a Belgrade coffee bar taking a break from the first International Advertising Assn. conference on advertising ever held in an Eastern European country, when a conference official appeared at his elbow.

Would he go to the conference organizers' office, he was asked. There he was pressed to speak to the next session of the conference, starting in 10 minutes. He agreed to do so and made what one observer called a "brave effort."

That scene was typical of the four-day conference, attended by only 300 delegates—70 from outside Yugoslavia. Amid a constantly changing schedule (which arrived in final form only on the last day) and the lack of any big-name speakers, the sparse audience only really came to life for one session on the second day. On the agenda were five big U.S. agencies presenting case histories and advertising campaigns.

Leo Burnett Co., Doyle Dane Bernbach, McCann-Erickson, Ogilvy & Mather and J. Walter Thompson Co. went through the familiar stories of Green Giant, Volkswagen, Coca-Cola, American Express and Lux soap, respectively. This appeared to be what the mainly Yugoslav audience had been waiting for, because the audience at the other sessions was so thin one can assume a large number of people had registered for the conference to attend only this session.

The original idea behind the meeting was that North, meaning the developed world, should meet South, the developing countries. The conference also was designed to boost the image of advertising in Eastern Europe, and in Yugoslavia particularly.

The North-South dialog was enhanced in a speech by Antonio Pasquali, deputy assistant director general for communications at the United Nations Educational, Scientific and Cultural Organization, which is studying whether to encourage countries to impose guidelines on the content of ads in the Third World.

So far, the group has denied the IAA even "observer" status at its sessions, but Mr. Pasquali said UNESCO "could reach a level of cooperation" with the IAA, which was taken as a positive signal by the delegates.

Yugoslavia, the site of UNESCO's original declarations, sees itself as a leader of the nonaligned countries and as a kind of bridge between the developed countries of Western Europe and North America and the Third World. But Third World delegates, who were few and far between, were as critical of the marketing and organization of the conference as the professionals from the U.S. and U.K.

One delegate from the Far East said the Yugoslav organizers had not marketed the conference properly, and others commented on the relatively high registration fee, which included no meals or coffee during intermissions, the absence of big-name speakers and an insufficiently attractive travel package.

The Yugoslavs complained about the lack of support they have received from the international agencies and world media, saying this probably is because agencies and media see little prospect of finding clients either in Yugoslavia or in the Third World.

To bolster the image of advertising to the local government, a number of senior Yugoslav government figures spoke at the conference, including the prime minister, who opened the meeting. But missing from the conference was a discussion of some of the issues surrounding advertising and development in the Third World, such as the role of multinational companies and agencies.

While the Yugoslav delegates are keen to develop the local advertising industry and are willing to learn from foreign practitioners, government speakers seem to see marketing and advertising as techniques to be used mainly in exporting and then mainly in the business-to-business sphere, with much talk of trade fairs and the distribution of product information.#

Renfield breaks ad drive

NEW YORK—Renfield Importers is breaking a spring-summer radio and tv campaign for Giacobazzi wine via Stan Merritt Advertising. Ads will appear in 35 markets on 122 radio stations and on more than 80 tv stations.

The Giacobazzi budget is estimated at $2 million-plus.

Hard-hitting ads inflame U.K. elections

By SEAN MILMO

LONDON—New go-for-the-throat political advertising has become an issue in the national elections in the U.K., but it could benefit the advertising agencies responsible for it.

The main target is Saatchi & Saatchi, the agency for the ruling Conservative Party and forerunner of the now common practice of political parties hiring full-service agencies to handle the campaigns for the election, set for June 9 (AA, May 9).

Opposition Labour Party leader Michael Foot challenged the Conservatives to withdraw one ad that claimed voters for Labour would be renouncing basic rights like the free choice of schools and the option to buy their rented homes.

According to Mr. Foot, the Conservative ads were "so shameless in their peddling of falsehoods that they would be forbidden in the normal advertising world." He complains the problem is "political advertising doesn't have to be decent, honest or true."

One Saatchi ad targeting the U.K.'s ethnic communities was rejected by the *Caribbean Times*, the country's largest ethnic newspaper, on the grounds that it was "insulting, obnoxious and immoral." The ad details the Conservatives' approach to race alongside a picture of a smartly dressed black with the message: "Labour says he's black, Tories say he's British."

But within the advertising world, the Saatchis have so far won the most praise. "They have done a highly competent job with advertising that has been consistent with the Conservatives' strategy," says John Wood, chairman of Wood Brigdale, which once pitched the Conservatives' account.

The furor surrounding the Saatchi campaign is seen by some as a deliberate ploy to draw maximum attention to the ads.

But there are some doubts about whether the Saatchis can squeeze much more advantage out of the Conservatives' account. The spin-offs from the 1979 triumph that brought Conservative leader Margaret Thatcher into power helped boost Saatchi to the position of Britain's biggest agency.

"Maintaining a success makes less of a story than achieving one," says Ron Leagas, managing director of Saatchi & Saatchi four years ago and now running his own agency, Leagas Delaney Partnership.

The other two agencies in the campaign—Wright & Partners for Labour and Gold Greenlees Trott for the Social Democratic-Liberal Party alliance—could stand to gain even more than Saatchi, which is already well known.

Wright & Partners should get the biggest boost. As Johnny Wright, a former director at Grey Advertising, London, says: "It should create much more awareness of the agency and make it easier for us to get on short lists."

Wright's most eye-catching ad for Labour has been a montage of people being broomed down a drain, with the headline: "Are you going to vote yourself out of a job?"

The agency has received some heat from ad executives for taking on the Labour account because of the hostility of some sections of the left-wing party to the advertising industry. Says Mr. Wright: "We're fully aware of the risks but we don't think there's much danger of a backlash."

A Conservative Party ad by Saatchi & Saatchi aimed at the ethnic community has come under fire from some groups.

Some sobering facts about the gimlet.

This gimlet isn't made of vodka and lime juice. It's made of steel and wood.

And this gimlet isn't served with a twist. It's simply twisted by hand—often used by the do-it-yourselfer instead of a conventional wood drill to bore a hole for starting a wood screw.

But the little gimlet is only part of a bigger story. The Bureau of Building Marketing Research estimates that by 1990, do-it-yourselfers will be spending between 112 billion to 118 billion dollars on all the products they need, gimlets included. That's a lot of money... spent by lots and lots of people.

MECHANIX ILLUSTRATED is reaching out to every one of them. We continue to run the highest percentage of DIY editorial in our field and continue to show the largest readership growth of any "how-to" publication.

According to SMRB, *MI* now reaches almost 5 million people.

Put your ad dollars in *MI*...where the demand for your product will grow right along with the steel gimlet. Then, go out and have a vodka gimlet to celebrate.

MECHANIX ILLUSTRATED

We show the way.

A CBS PUBLICATION

For more information call Ernest J. Renzulli, Advertising Sales Director
1515 Broadway, New York, NY 10036 (212) 719-6570

John Blair dies at 83

NAPLES, FLA.—John P. Blair, 83, chairman emeritus of John Blair & Co., who helped invent the broadcast station representation business, died May 25 in Naples Community Hospital here. He had been in poor health for some time.

Mr. Blair had retired from the $322 million graphics and communications company in 1966, although he continued to serve on the board for another 10 years.

A native Chicagoan, he worked for J. Walter Thompson Co. before borrowing on his life insurance policy in 1933 to open Greig, Blair & Spight to provide exclusive sales representation for radio stations, a new idea for a new medium. Two years later he acquired a majority interest in the company, renaming it John Blair & Co.

When tv emerged to upstage radio, Mr. Blair in 1948 was first to form a spot tv sales division. Now publicly held, his company handles 120 tv and 196 radio stations, but has diversified into station ownership, coupon marketing and commercial printing as well.

Mr. Blair helped to found and later served as president of the Station Representatives Assn. and was involved in the formation of the Radio Advertising Bureau and Television Bureau of Advertising.

corrections & clarifications

- Due to a footnoting error, Benton & Bowles' vacation policy incorrectly was listed as being based on one's salary levels and not length of service (AA, May 23, P. 20).
- *Boston Globe* Sunday magazine incorrectly reported its January through April, 1982, linage figure. It should read 623.5 (AA, May 23, P. 82).
- Young & Rubicam is the agency for General Foods' Ping Pong bubble gum in Brazil, not Leo Burnett Co. (AA, May 23, P. 90).
- Patrick Morin is chief executive officer of Griswold Co., Cleveland. His name was misspelled in an earlier story (AA, May 23, P. 96).

Direct Marketing

By Bob Stone

Fact: The average industrial sales call now costs in excess of $200, as opposed to $96.79 in 1977.

Fact: For the first time in history, direct marketers are spending more for telephone as a medium than for direct mail.

Fact: The average cost of a typical direct mail package in a 50,000 quantity came to $355.99 per thousand in 1982—an increase of only 0.11% over 1981.

These are but a few of thousands of facts contained in the Direct Marketing Assn. "1983 Fact Book on Direct Marketing." The 259-page book is a storehouse of information for practitioner and would-be practitioner.

A sample of subjects listed in the table of contents indicates the breadth of coverage: The Scope of Direct Marketing, Business-to-Business Direct Marketing, Consumer Attitudes and Behavior, Changing Markets, New Product Development, New Electronic Media, Delivery Systems, Credit and Collection, Financial Planning, Glossary of Terms. It's all there.

There are more than 100 charts in the compendium, and they contain an incredible number of facts—all vital to planning and comprehending the total scope of direct marketing.

Illustrated here is one of these charts: Percentage Ordering Mail Order Items in Past 12 Months, a Simmons Market Research Bureau study. Let's take a close look.

Note that females are more apt to be mail order buyers than males. Looking at age brackets, propensity to be a mail order buyer peaks in the 35 to 44 age bracket.

The propensity to be a mail order buyer correlates with degrees of education. Lumping all types of mail order purchases together, including magazine subscriptions, the following emerges. A healthy 64.7% of college graduates are mail order buyers, whereas 50.8% of those who attended college but did not graduate are mail order buyers.

The propensity to be a mail order buyer drops down to 48.5% for high school graduates and hits a low of 34.2% for those who did not graduate from high school. The correlation between income and propensity to purchase via mail order is reinforced in another chart, which discloses that 53.5% of households headed by a person with an income of $25,000-plus made a mail order purchase within a 12-month period.

But as the income goes down, so does the purchasing percentage: $20,000 to $24,999—51.4%; $15,000 to $19,999—48.6%; $10,000 to $14,999—43.0%; $5,000 to $9,999—36.6%; under $5,000—23.0%.

These facts lead to an obvious question: Is the trend toward $25,000 family incomes favorable or unfavorable? There's a chart in the fact book that indicates family incomes of $25,000 and up will be enjoyed by 31% of the population by 1985, as contrasted to 20% back in 1975. So this projection bodes well for the future.

Returning to the chart illustrated here, categories of products purchased are worthy of study.

Certainly it is no surprise that magazines are the No. 1 category for direct response. But the fact that clothing is the second most popular mail order category on the chart is a surprise. It's a surprise until one studies the ever-increasing number of females in the work force (independent incomes and little time to shop).

The final example I'd like to give from the DMA Fact Book concerns consumer attitudes about mail order. A Better Homes and Gardens study quoted in the book reveals two overriding reasons for mail order purchases: (1) Can't find items elsewhere, 33% of respondents, and (2) convenience, 27% of respondents. These are the two major reasons. But also worthy of note is that 7% listed *fun* as a reason for mail order shopping. I like that.

The Direct Marketing Assn. is to be complimented for an outstanding compilation. I commend its fact book to all practitioners and would-be practitioners. Here's how it's available. Write to: "1983 Fact Book on Direct Marketing," Direct Marketing Assn., 6 East 43rd St., New York, N.Y. 10017. It costs $39.95 for DMA members and $69.95 for nonmembers.

Bob Stone is chairman of Stone & Adler, Chicago.

Now, a bigger bargain

Percentage ordering mail order items in past 12 months

	Total U.S. (000)	Any Product	Cook Books	Book Club Books	Cosmetics	Records	Magazine	Photo Processing	Fruit, Cheese, Specialty Foods	Clothing	Needlecraft Kits, Supplies	Sporting Goods	Tools	Cookware, Kitchen Accessories	Small Appliances	Trees, Plants, Seeds	Auto Accessories
Total Adults	158,437	45.5	2.8	7.2	3.4	6.5	15.2	4.4	2.8	14.1	3.4	1.3	2.5	4.0	1.5	6.2	3.7
Males	75,913	40.9	1.3	6.1	1.8	6.3	13.7	3.5	1.9	9.8	1.3	1.9	3.7	2.8	1.3	5.0	5.1
Females	82,524	49.7	4.2	8.3	5.1	6.6	16.5	5.3	3.2	18.0	5.3	.7	1.5	5.1	1.7	7.2	2.3
18-24	28,416	42.4	3.0	6.6	4.2	7.4	12.6	4.0	1.3	10.6	2.7	1.2	1.8	4.6	1.0	4.1	4.5
25-34	35,883	50.2	3.2	11.2	3.7	7.1	18.2	5.6	2.0	13.4	3.9	1.8	2.9	4.2	1.4	5.3	4.1
35-44	25,686	50.5	2.9	8.8	5.7	7.6	17.7	5.2	3.0	15.7	2.3	1.5	3.3	3.8	1.3	7.4	3.8
45-54	23,492	48.1	3.6	7.6	3.2	6.5	16.9	4.6	4.1	16.9	4.1	1.4	2.8	4.1	2.1	7.3	3.1
55-64	21,310	46.3	1.8	4.1	1.6	5.0	13.9	3.7	3.1	17.7	4.1	1.1	2.7	4.0	2.3	7.9	4.1
65 or older	23,148	33.1	2.1	2.9	1.3	4.4	10.2	2.9	2.7	11.5	3.1	.5	1.8	2.9	1.2	5.9	2.1
Graduated College	23,479	54.7	4.0	13.7	3.3	6.8	22.2	6.8	1.7	15.2	4.4	2.4	3.6	4.3	1.5	4.8	4.4
Attended College	26,198	50.8	3.7	8.1	4.2	6.8	17.6	5.0	2.2	15.5	3.8	1.1	2.7	4.2	1.9	5.8	3.9
Graduated High School	60,496	48.5	3.0	7.4	4.0	6.5	17.7	4.6	2.9	15.8	4.2	1.4	2.6	4.6	1.7	6.5	3.6
Did Not Graduate High School	48,264	34.2	1.8	3.4	2.3	6.1	17.2	2.8	3.2	10.5	1.7	.7	1.9	2.6	1.0	7.7	3.3
Professional Manager	28,393	53.3	3.0	11.8	2.9	6.5	20.3	5.7	3.9	15.2	3.4	2.6	4.0	3.4	2.2	8.6	4.6
Clerical Sales	23,360	52.4	3.3	9.4	5.7	7.5	18.4	5.7	3.0	16.5	4.8	1.4	2.3	6.0	1.6	6.1	3.8
Craftsmen Foremen	13,140	39.0	1.0	3.5	1.6	5.5	10.7	2.4	.6	9.5	1.3	1.0	3.6	2.3	1.1	6.9	5.9
Other Employed	31,669	43.3	2.2	7.1	2.9	7.3	13.5	3.2	1.1	14.7	2.6	1.4	1.8	3.8	1.1	4.1	4.3
Single	31,338	39.2	2.8	6.5	3.6	6.8	13.9	2.6	1.7	10.3	2.0	1.1	1.2	3.6	1.2	3.9	4.3
Married	101,198	49.5	2.9	8.0	3.5	6.8	16.4	5.4	2.9	15.4	3.6	1.6	3.4	4.3	1.7	7.5	4.0
Divorced/Separated or Widowed	25,902	37.3	2.8	5.0	2.8	5.1	11.8	3.0	2.6	13.4	4.0	.5	.8	3.2	1.0	3.9	1.7
Parents	59,171	51.3	3.1	8.9	4.5	7.6	16.5	5.9	2.5	16.0	3.3	1.7	3.5	4.3	1.5	6.6	3.7
Northeast	37,736	45.7	3.2	7.8	3.9	5.0	15.9	6.6	3.2	14.9	3.9	.7	3.0	5.2	1.4	8.2	4.1
East Central	23,546	48.4	3.2	7.3	2.3	7.4	15.2	5.4	2.4	15.7	3.7	1.3	3.5	3.7	1.9	6.2	3.8
West Central	27,420	49.6	3.2	7.9	3.0	6.7	15.9	4.9	2.7	17.8	4.0	2.0	2.7	3.9	1.5	7.7	4.1
South	43,632	42.1	2.2	6.3	3.2	6.9	13.4	3.0	1.7	12.1	2.0	1.2	2.1	3.3	1.1	4.3	3.2
Pacific	26,102	43.7	2.6	7.4	4.7	5.2	16.1	2.3	2.2	10.8	3.9	1.4	1.7	3.9	2.0	4.7	3.2

Source: Direct Marketing Assn. 1983 Fact Book on Direct Marketing

A look back, a look forward

Parting Shot

By Rance Crain

French magazine publisher and iconoclast Daniel Filipacchi is bound and determined to get back into the U.S.

In fact his U.S. adviser, Bob Gutwillig, says flatly Filipacchi will be back here on a regular basis in 1984.

Mr. Filipacchi, as you may remember, tried to revive *Look* in this country back in 1979 and went on to drop $13 million before giving it up. Mr. Gutwillig now says one of the problems was that it looked too much like Mr. Filipacchi's big success in France, *Paris Match*.

But now, four years later, the Filipacchi magazine empire is going great guns. The main man is running not only his own 12 magazines, including *Lui*, the *Playboy* look-alike, but 30 more belonging to Hachette, France's oldest publishing house. That addition was the result of a takeover bid for Hachette organized by Daniel Filipacchi's friend, Jean-Luc Lagardere.

One of Hachette's major magazines is *Elle*, a woman's magazine, and this fall Hachette will publish a one-shot edition of *Elle* in the U.S. The issue, containing a maximum of 50 ad pages, ties in with Bloomingdale's Fete de France promotion in all of the retailer's 14 stores (including outlets in Boston, Washington and a new one opening in Dallas).

Elle editors will put on fashion shows in Bloomingdale stores with Galleries Lafayette, a leading department store chain in France. And Hachette will fly in advertisers to New York and Washington to meet French officials and executives of American ad agencies, media and advertisers.

The *Elle* one-shot enables Mr. Filipacchi to keep a toe in the U.S. market—he dipped another toe in with another one-shot for *Look* after Princess Grace's death—and Bob Gutwillig told me that Hachette will definitely enter the U.S. market next year with either regular editions of *Look* or *Elle* or an acquisition. He added that both *Elle* and *Lui* are published in Japan, and Hachette will probably try *Paris Match* there in 1984-1985.

The hottest magazine in Japan is a new weekly picture magazine called *Focus*, which is selling 1 million copies a week, so Mr. Filipacchi obviously thinks there's room for another.

I ran into Bob Gutwillig during the publisher-to-publisher trade mission that brought 15 American magazine publishers to three European cities in four days. In between sessions with European publishers from IPC, *The Economist*, Gruner & Jahr, *L'Express* and the Filipacchi-Hachette Group, we dined—oh, how we dined!—with Helmut Schmidt and Gruner & Jahr executives and their wives at the Castle Breitenberg outside of Hamburg; with Hachette management and spouses at Tour d'Argent on the Left Bank in Paris, and with members of the Periodical Publishers Assn. at the Carlton Club on St. James Street in London. We all had to loosen our belts a notch or two, but as we sandwiched in a final lunch at Monet's studio outside of Paris I didn't hear any complaints.

Next week

ALSO...

Is the Alliance AMC's pact to recovery?

Looking to an Alliance: Can American Motors' new car prove to be a salvation?

Automotive Marketing: How are cars advertised? Our special report looks at the trends in auto advertising around the country.

videotech

ABC leads ratings in key demographics

NEW YORK—CBS-TV was the acknowledged leader in the 1982-83 prime time tv season, but ABC scored better with the demographic group that most national advertisers regard as key—the 18-to-49-year-olds.

ABC, whose prime time fare attracted 8% more of that group than CBS and 15% more than NBC for the full season, clearly hopes to build on that performance for the season ahead.

ABC led CBS among men and women 18 to 34. NBC narrowly edged CBS among those men. As for viewers 25 to 54, CBS was the women's preference over ABC, but ABC drew the most males, according to the full-season A.C. Nielsen Co. data. CBS' viewer profile is on the older side, with about 37% of its adult audience aged 55 and older.

Twenty-nine per cent of ABC's audience was 55 and older, while 64% was in the 18-to-49 bracket. For CBS, 55% of its viewers were 18 to 49. NBC also showed a younger profile, with 63% of its adult audience 18 to 49, vs. 30% aged 55 and up. About 58% of ABC's audience, meanwhile, was in the 25-to-54-year-old grouping, compared with 57% for NBC and 52% for CBS.

On a nightly basis for the season, Nielsen research showed ABC won five of the seven nights among women 18 to 49 and four nights among such males. CBS won Thursdays and Fridays among the females, while NBC won Thursdays and Fridays among the men, as CBS led among those males on Saturdays.

Besides capturing seven of the top 10 program rankings among women 18 to 49 (vs. three for CBS and one for NBC), ABC had three more series to give it 10 of the top 15 positions ("ABC Sunday Movie," "Fall Guy" and "Happy Days").

When looking at the top 15, CBS added two other series, "Newhart" and "Simon & Simon."

Among the male viewers 18 to 49, ABC had four of the top 10 and eight of the top 15 (including "Three's Company," "ABC Monday Movie," "That's Incredible" and "High Performance"). CBS had three of the male top 10 series, as did NBC.#

Prime time demographics, adults aged 18-49

A.C. Nielsen Co. data for Sept. 27-April 17 (the full 1982-83 prime time tv season):

Men 18-49

Show	Rating
1. Mon. Night Football (ABC)	18.4
2. Hill Street Blues (NBC)	17.1
3. ABC Sunday Movie	15.8
4. The A Team (NBC)	15.6
5. M*A*S*H (CBS)	14.7
6. Fall Guy (ABC)	14.3
7. 60 Minutes (CBS)	14.2
8. NBC Sunday Movie	13.4
9. Dynasty (ABC)	13.3
10. Magnum, P.I. (CBS)	13.1

Women 18-49

Show	Rating
1. Dynasty (ABC)	19.3
2. M*A*S*H (CBS)	16.8
3. Dallas (CBS)	16.5
4. Hart to Hart (ABC)	15.9
4. Three's Company (ABC)	15.9
6. Hill Street Blues (NBC)	15.7
7. 9 to 5 (ABC)	15.3
8. Ryan's Four (ABC)	15.2
9. Love Boat (ABC)	14.7
10. Laverne & Shirley (ABC)	14.5
10. Magnum, P.I. (CBS)	14.5

The top 10 shows in this same age group for the period from Sept. 27 through Dec. 19 were:

Men 18-49

Show	Rating
1. Hill Street Blues (NBC)	17.8
2. Mon. Night Football (ABC)	17.6
3. ABC Sunday Movie	17.2
4. M*A*S*H (CBS)	15.0
5. Fall Guy (ABC)	14.4
6. 60 Minutes (CBS)	13.7
7. Three's Company (ABC)	13.2
7. NBC Sunday Movie	13.2
9. Dynasty (ABC)	13.0
9. Magnum, P.I. (CBS)	13.0

Women 18-49

Show	Rating
1. Dynasty (ABC)	18.8
2. M*A*S*H (CBS)	17.8
3. Three's Company (ABC)	17.2
4. 9 to 5 (ABC)	16.7
5. Hart to Hart (ABC)	16.5
6. Hill Street Blues (NBC)	16.4
7. Laverne & Shirley (ABC)	16.3
7. Dallas (CBS)	16.3
9. Happy Days (ABC)	16.0
10. ABC Sunday Movie	15.7
10. Newhart (CBS)	15.7

Toshiba starts campaign

NEW YORK—Toshiba America has begun a $3 million print and tv campaign in support of its home entertainment products. Calet, Hirsch, Kurnit & Spector handles.

Charles of the Ritz, Fila sign license agreement

NEW YORK—Charles of the Ritz Group Ltd. and Fila of Italy have signed an agreement licensing Ritz use of the Fila trademark and calling for development of a new line of therapeutic treatment, cosmetic and fragrance products.

Fila manufactures men's and women's premium-priced active sportswear. No agency has been named for the Fila line by Charles of the Ritz.

T-SHIRTS CAPS Exceptional Trade Prices
PRICELESS SCREENPRINTING
P.O. Box 341, Wayne, MI 48184
(313) 397-0166

Empty REELS and BOXES for Audio & Video Tape
ASK FOR OUR CATALOG OF PROFESSIONAL RECORDING SUPPLIES
Polyline
Corp. 312/298-5300

It's late May. Do you know where your ad is?

When you run in most monthlies, your luck runs out after a few days. But take a close look at ON CABLE, the largest cable magazine in America. When you run in ON CABLE, you keep on running for a whole month. ON CABLE is the *monthly* that's read *daily*.

ON CABLE serves 1.1 million upscale homes with system-specific cable listings, plus a fresh and exciting editorial package. We're one of the nation's fastest growing magazines, and we're one of the most carefully read. Each monthly issue of ON CABLE is an in-home billboard—right next to the TV.

Call (212) 685-6555 for rates and our exciting Simmons story. Then try ON CABLE. We'll give you a run for your money.

617183
C2710-1

Alliance: Marketing AMC's Car of the Year - Magazine

Special report: Detroit's back selling dream machines - Magazine

Advertising Age ®

Entire contents copyright 1983 by Crain Communications Inc. All rights reserved.

$1.25 a copy; $50 a year *The International Newspaper of Marketing • In Two Sections, Section 1.* *June 6, 1983*

Agencies in global land rush

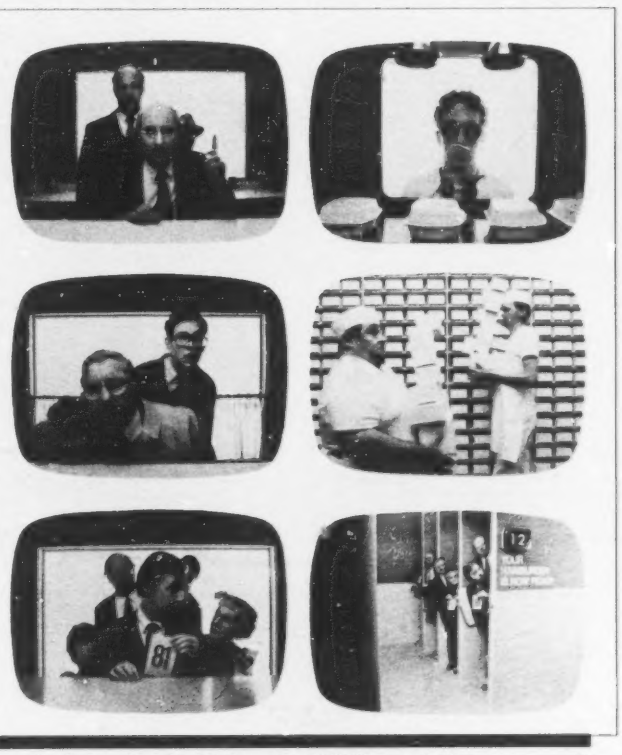
By JOHN J. O'CONNOR

Like the land rush days of the Old West, advertising agencies here and abroad are posturing for a mad dash to acquire additional international turf.

Recent indications that major overseas expansion is the direction in which many agencies are headed stem from the following:

- Young & Rubicam, in acquiring a "substantial minority interest" in Collett Dickenson Pearce, London (AA, May 30), said it will help Collett expand in Europe.
- Scali, McCabe, Sloves, thirsting to become a giant international network, has been seeking to regain an undisclosed portion of its stock, now owned 100% by Ogilvy & Mather (AA, May 30). Scali has talked with Havas and two other international networks about co-ventures presumably snagged by the fact that O&M has complete financial control of the autonomous Scali agency.
- Noncommittal replies by Saatchi & Saatchi, London, and McCaffrey & McCall, New York, concerning possible co-venture or merger talks (AA, May 30).
- N W Ayer's bid to acquire mi-

(Continued on Page 72)



Sedelmaier's kind of Wendy's people

New commercials for Wendy's fast-food chain by noted director Joe Sedelmaier are meant to portray humorously what it calls the "victimization" of consumers by competitors (AA, May 23). These three spots depict "through the mill" hamburgers that are "conveyed, steamed, dropped and microwaved" (top); foods precooked "back there" out of view of the purchaser (middle), and the long waits in line—"step aside"—when a special topping is requested (bottom). The drive, via Dancer Fitzgerald Sample, breaks on network tv June 14.

Cough medicine 'breakthrough'

Robins readies Extend for fall

By NANCY GIGES

A.H. Robins Co., the marketer of Robitussin cough/cold remedies, is now introducing one of the first new products for next fall's cold season—Extend 12, a time-release liquid based on a patent licensed from Pennwalt Corp.

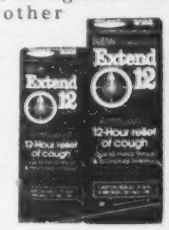
The Richmond, Va., company plans a big fall debut for the cough medicine, a program that includes heavy tv and print advertising, plus couponing support.

Spot tv—in 85 markets—is to begin in October and continue through March. It will be at a "saturation" level during November and December, Robins sales material states. Print ads will run in *American Health, Health, People, Reader's Digest, Saturday Evening Post* and *Woman's Day*, as well as Sunday supplements.

According to a trade ad, Extend 12 advertising will reach 99% of all women 22 times during the introductory period. The advertising/promotion budget is not known. Last year, Robins invested close to $10 million in measured media to advertise Robitussin.

Popofsky Advertising, New York, handles both the Extend 12 and Robitussin lines.

Advertising is expected to emphasize that Extend 12 offers the convenience of fewer doses and longer relief than Richardson-Vicks' Vicks 44D, Dorsey Laboratories' Triaminic expectorant and Warner-Lambert's Benylin. Trade promotion calls the new product "a technological breakthrough. . .in a class by itself." Extend 12 also contains no alcohol, an ingredient in all of those other brands.



The active ingredient in Extend 12—dextromethorphan—is a popular cough suppressant, but no other products use a time-release system. This twice-daily dosage regimen for Extend 12 is an attribute that will make the product especially appealing to school-age children and working adults, the company contends.

John Burke, Robins' senior vp-general manager, consumer products, said the company expects to

(Continued on Page 68)

last minute news

Timex computer line to get $12 million in support

MIDDLEBURY, CONN.—Timex Computer will spend an estimated $12 million for the fourth-quarter promotion of its Timex Sinclair home computer line, including two new Series 2000 models being unveiled at the Consumer Electronics Show in Chicago. Priced at $150 and $200, the TS-2000 computers are aimed at an emerging "home productivity" market and reportedly deliver more memory than products priced as much as $1,200 higher. Budget for the upcoming campaign by JWT, New York, is up 50% over '82 and kicks off in October, with network and spot tv, national consumer and enthusiast magazines and newspapers.

Oak's ON TV tunes in to Keye/Donna/Pearlstein

LOS ANGELES—Oak Communications' ON TV subscription tv service named Keye/Donna/Pearlstein to handle its creative, from Admarketing, which continues as media buyer on the estimated $3 million account. Separately, a consortium of cable tv interests in Southern California is look-

(Continued on Page 8)

Coupon law proposed—Page 2

war
age 3

Computer-ready homes are here

By RUTH STROUD

A quaint little town often billed in the tourist trade as "historic Benicia" is making history again.

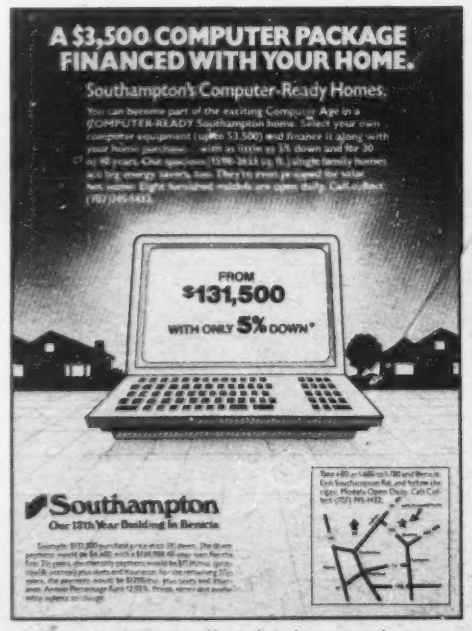
The capital of California in the post-Gold Rush era, Benicia is the site of the first "computer-ready" community—houses built to accommodate computer hardware and permit residents to connect electronically with offices, banks, groceries or whatever services and commitments they left behind in the big city.

Each home in the 2,450-acre Southampton subdivision 32 miles north of San Francisco is equipped with a prewired family room and bedroom closet large enough to house a computer, printer and other accessories. Dwellings, which cost between $131,500 and $165,000, include dual phone lines so the user can send or receive information as well as talk on the telephone.

That's not all. Developer Southampton Co. of Menlo Park and partner First Nationwide Savings, San Francisco, will tack on an additional $3,500 to the mortgage price if the buyer is without a computer and wants the Apple IIe or IBM XT of his dreams. If the home buyer already owns the computer, he might spend the money on a printer and software.

"This has been the biggest innovation [in homes] in 20 years," Southampton advertising director Rod Herman said. "It will allow the home to function as a work place. It just doesn't make sense for some-

(Continued on Page 64)


A $3,500 COMPUTER PACKAGE FINANCED WITH YOUR HOME.
Southampton's Computer-Ready Homes.
FROM $131,500
WITH ONLY 5% DOWN*
Southampton
Our 12th Year Building In Benicia

Newspaper ads offer a hardware package.

Sting hurts credibility, say newspapers

Bill making coupon fraud a crime being proposed

By NANCY GIGES and JENNIFER ALTER

The American Society for Industrial Security, which is spearheading a coupon fraud "sting" (AA, May 30), is pushing for federal legislation that would make coupon fraud itself a criminal act.

The proposed bill, called the Coupon Protection Act, goes further than any previous effort to control coupon misredemption, according to a couponing-industry veteran who has seen the draft legislation.

Meanwhile, controversy was building over the coupon sting, as the number of major newspapers discovered to have been used in the operation grew to at least six.

In an effort to trap coupon fraud perpetrators, coupon ads for a nonexistent shampoo called Essent were placed in those newspapers, apparently without their knowledge. Newspapers criticized the practice, saying it could undermine the credibility of advertising. Some grocery wholesalers and retailers also expressed strong disapproval.

Who's hurt in ad scam?
Editorial viewpoint on Page 16

The intent of the proposed Coupon Protection Act is to isolate coupon fraud in the law and make it easier to prosecute perpetrators, as well as to encourage law enforcement officials to recognize the seriousness of the crime.

At present, prosecutors trying to combat coupon fraud must rely on mail fraud, interstate theft or other statutes that don't specifically address coupon fraud, the redemption of manufacturers' coupons for cash by retailers who have not sold the product advertised or persons posing as retailers.

The draft legislation, which may represent the first effort to obtain federal legislation aimed specifically at the problem, defines coupon fraud and lists specific unlawful acts regarding the use, presentation or circulation of coupons. It also specifies penalties and jurisdictional procedures to be followed when state or local regulations might also apply.

ASIS, a 12,000-member, nonprofit association of industrial-security personnel based in Arlington, Va., wouldn't discuss the proposed bill. Advertising Age learned that the association's consumer fraud committee, chaired by Richard Reeves, manager of field investigations for Ralston Purina Co., has shown the seven-page draft to the Audit Bureau of Circulations, Newspaper Advertising Bureau, the Grocery Manufacturers of America, the Promotion Marketing Assn. of America and companies involved in couponing.

Lee Lloyd, redemption control manager for Scott Paper Co., and August Bequai, partner in the Washington law firm of Reed, Bequai, Ross & Burger, which represents ASIS, have called on associations seeking their support and suggestions. Messrs. Reeves, Lloyd and Bequai weren't available for comment.

As reported last week, Blair Marketing, a New York printer and distributor of advertising inserts that is cooperating with ASIS in the sting operation, last month placed a coupon ad for the fictitious shampoo in Sunday inserts and subsequent r.o.p. food sections of the *New York Daily News* and *Chicago Tribune*—without their knowledge, the newspapers say.

Ad Age has now confirmed that the fake ads also ran in the *Chicago Sun-Times*, *Philadelphia Inquirer*, *Philadelphia Daily News* and *Newsday*. A Blair Marketing spokesman had said earlier that the ads were placed only in the *Tribune* and *New York Daily News*.

Blair Marketing would not comment on the matter last week, referring all queries to an ASIS attorney who didn't return reporters' phone calls.

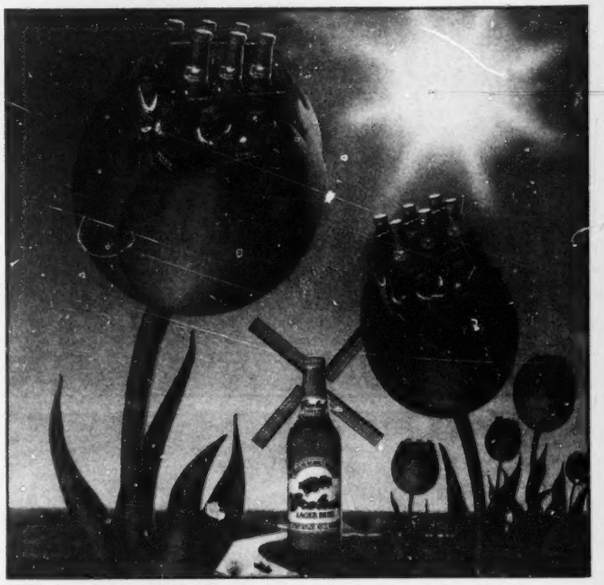
The use of the fake ads has raised questions about the propriety of the practice among newspapers. Asked if his paper would have run the ads had it known about them, Anthony Calianese, ad director for the *New York Daily News*, said, "Absolutely not."

Mr. Calianese continued, "The most valued asset any paper has is its readers. If we had accepted the ad, we would have really been involved in a reader hoax. A coupon hoax affects the integrity of our newspaper and advertiser confidence."

Thomas P. O'Donnell, exec vp-general manager of the *Chicago Tribune*, said that while he is "very sympathetic with the cause and why it was done," he objects to "preparing and running false advertising without informing the newspaper." He added, however: "Had Blair come to us, we probably would have done it."

Asked if that wasn't a contradiction in positions, Mr.

(Continued on Page 68)



This bed's for you

If anyone isn't aware of the Dutch origins of Grolsch beer, this unusual ad showing six-packs of Grolsch bursting from tulips and a windmill formed from a bottle should make the point clear. The ad was created by Warwick Advertising for Grolsch Importers, Atlanta (AA, May 30).

Atari pulls together

By BOB MARICH

Atari, in restructuring its operations, is belately acknowledging what industry analysts have maintained for more than a year: Videogames and home computers are merging into one market.

The troubled Warner Communications subsidiary is dropping its previously separate videogame (consumer electronics) and home computer divisions. In their place, a product development and marketing division, and a distribution division handling both games and computers, have been established (AA, May 30).

The revamp also sets the stage for a collective management structure that is expected gradually to end the one-man rule of chairman Raymond Kassar at the Sunnyvale, Cal., company. Mr. Kassar was the leading proponent of the separate-markets strategy.

The rivalry between executives of the separate computers and games divisions also is expected to diminish over time

(Continued on Page 68)

highlights

Monday, June 6, 1983

CBS Broadcast International is reported on the verge of signing three major companies to sponsor Chinese-dubbed CBS programing over China Central Television. *See Page 6.*

Lorillard is reattaching the Kent name to its Golden Lights brand as it seeks to build new strength. *See Page 10.*

Kayser-Roth has decided to get out of the fragrance business, and is looking to sell two brands. *See Page 10.*

Vie de France plans expansion which will significantly increase the number of outlets and markets for its croissants and French bread. *See Page 12.*

Giant Foods' new "read the label" graphics on over-the-counter drugs may be a takeoff point for new efforts by the industry to supply product-use information. *See Page 18.*

CooperCare is aiming the marketing program for its new Oral-B Zendium toothpaste primarily at dentists. *See Page 20.*

Audit Bureau of Circulations' standards and practices are coming under fire as a result of a dispute between two New Jersey newspapers. *See Page 22.*

Ford Motor Co. launched its "biggest grass-roots public affairs campaign" on behalf of two new compacts, Ford Tempo and Mercury Topaz, on an aircraft carrier. *See Page 33.*

Financial World's new owners have ambitious plans to put some pep into their 80-year-old magazine. *See Page 38.*

Marketers of phosphate detergents in Switzerland are working out a strategy to fight a government ban on their products. *See Page 40.*

Mrs. Dash, a blend of herbs and spices from Alberto-Culver, has joined Lawry's in trying to carve out a share of the growing salt-alternative market. *See Page 41.*

McDonald's success in the breakfast segment is pressuring competing fast-food marketers to add their own breakfast menus. *See Page 42.*

Keyes Martin has appealed the decision of the New Jersey Lottery Commission to shift its account to Venet Advertising. *See Page 63.*

Time Inc. named Philip Howlett to a new top executive post. *See Page 67.*

CORPORATE CLOSEUP

Beatrice Foods is shelling out funds from its year-old corporate marketing fund to step up product development and marketing efforts of its subsidiaries while it works toward an integrated marketing organization. *See Page 4.*

VIDEOTECH

Comsat, the leader in the rush to provide U.S. satellite-to-home pay tv, is expecting to be in business by the fall of 1984. *See Page 50.*

British-based Satellite Television is expected to recommend that Rupert Murdoch's News International be sold a 65% stake in the company. *See Page 50.*

Network tv programers are hoping that limited-run series, news shows and sports events will stand out among rerun programing and draw viewers this summer. *See Page 54.*

Some syndicators and producers are suspicious that the networks' cancelations of some situation comedies were designed to keep them out of the syndication market. *See Page 56.*

MAGAZINE

The fortunes of American Motors Corp. are riding on its new Alliance model, and so far the company is pleased by how consumers have taken to the car. *See Page M-4.*

Automotive Marketing: Advertising of the new cars once again is highlighting performance, as well as quality and integrity. *See Page M-9.*

Louis Hagopian, the head of N W Ayer who led the shop to prominence in New York, is the latest subject of our Benevolent Dictators series. *See Page M-48.*

REGULAR FEATURES

ACCOUNT CHANGES	18	OBITUARIES	38, 62, 63
ADBEAT	63	PHOTO REVIEW	34
ADVERTISING MARKETPLACE	59	PRESSTIME	8
AGENCY PEOPLE	28	REGIONAL NEWS	52
CON-SID-ERATIONS	16	VIDEOTECH UPDATE	46
CORRECTIONS & CLARIFICATIONS	6	VOICE OF THE ADVERTISER	58
EDITORIAL VIEWPOINT	16	WORLD NEWS ROUNDUP	3
FOR THE RECORD	67		
GETTING PERSONAL	36		
MEDIA PEOPLE	34		
NEW AD RATES	40		
NEW PRODUCTS	14		

FIGURES TO FILE

COLD CEREAL MARKET SHARES 42

Vol. 54, No. 24—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semi-weekly the third week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60511.

Coke wine unit adds price line

By RUTH STROUD

Coca-Cola's Wine Spectrum will introduce Vivante, its first economy-price wine, in four eastern states this month, tackling a segment of the U.S. market it has not aimed at previously.

The wines, in screwtop 3 and 4-liter bottles, include chablis, burgundy, rhine and rosé. Vivante, priced possibly a notch above E&J Gallo Winery's Carlo Rossi brand, is being positioned through print ads and radio commercials as a "drinkable, good tasting wine people can be comfortable with." Ads are breaking on a market-by-market basis in New York, New Jersey, Connecticut and Maryland.

Wine Spectrum vp-marketing Tom Thompson said, "It's not the swirl-and-sniff crowd we're concerned with reaching. It's the people who drink wine any place, any time, for the pure enjoyment of it."

The introduction, Wine Spectrum's first since Taylor California Cellars appeared in 1978, is not an indication the company feels the premium wine drinking market has been saturated, Mr. Thompson said. "Taylor California Cellars has been doing superbly in the marketplace. We just want to grow at a

(Continued on Page 68)

CBS, 3 sponsors near Chinese tv pact

Deal may lead to new co-production ventures

By MAURINE CHRISTOPHER

NEW YORK—CBS Broadcast International reportedly has three major companies on the verge of signing to co-sponsor a weekly hour of Chinese-dubbed CBS programing over China Central Television starting Oct. 7 (AA, May 30).

John Eger, vp-general manager of CBS International, has slotted the program to carry five minutes of advertising that will be sold to 10 participating U.S. sponsors for $300,000 each.

Odd-length spots will be accommodated. For that fee, marketers will receive 32 minutes of commercial time yearly and will be treated to an orientation trip to China to meet executives of CCTV, the state-owned network of the People's Republic of China.

Mr. Eger and his key aides—Arthur Kane, vp for international sales, and Charles Walsh, ad sales director—will arrange a three-day visit to Peking during the summer to give the international marketers a look at tv, China style. By then, the CBS executives would like to have a full house of sponsors lined up for their precedent-setting marketing invasion of China.

In the co-venture, CCTV will get 64 hours of its choice of sports, news, documentary and entertainment programing from the international catalog free in exchange for providing CBS with time. CBS and CCTV will share the $3 million in ad revenues during the year's test, which Mr. Eger hopes will lead to a long-term, mutually beneficial association.

Tv in China is in its pioneer era. There are only about 15 million to 16 million sets in use. When favorite shows, such as an English lesson, are on, people crowd around in homes and public places to watch as they did in America in the late 1940s. Sports, travel and news telecasts are popular.

CBS International's "hit list" for sales calls is the State Department's rundown of U.S. companies already doing business in China. Among the prospects: Stauffer Chemical, for agribusiness products; Coca-Cola Co., currently selling largely to foreign visitors to China; Fluor Corp., a construction company; International Business Machines, which provided the computers to count 2 billion-plus people during the last census, and oil companies such as Atlantic Richfield Co., British Petroleum and Occidental.

Presentations also will be directed to international agencies such as McCann-Erickson, J. Walter Thompson Co. and Compton Advertising.

While recognizing that China is not yet a consumer market, CBS will pitch the Friday night hour on CCTV for its potential three, four or five years hence. By then, brand names will have become a familiar part of the scene, if the aggressive, hard-driving capitalist marketers can establish a beachhead.

Whoever gets there first to use tv regularly to implant his brand name as the product to buy will have an advantage over the competition, Mr. Kane said. Commercials will have to be tailored carefully to avoid such pitfalls as unlucky colors. CBS will research the market to help guide advertisers in planning their campaigns.

Mr. Eger, who headed the White House Office of Telecommunications Policy in the Nixon administration, has been able to capitalize on the experience of those years. He was in the Nixon entourage for the historic trip that reestablished formal contact between the U.S. and China. The CBS-CCTV deal is the most dramatic accomplishment of an international division at Black Rock that is less than two years old.

Mr. Eger said the initial contract may pave the way for co-production ventures and for the distribution of CCTV programing in America and elsewhere. The first Chinese-produced show to be looked at as a possible export is "The Water Margin," an adventure show based on a popular historical novel and now being filmed.

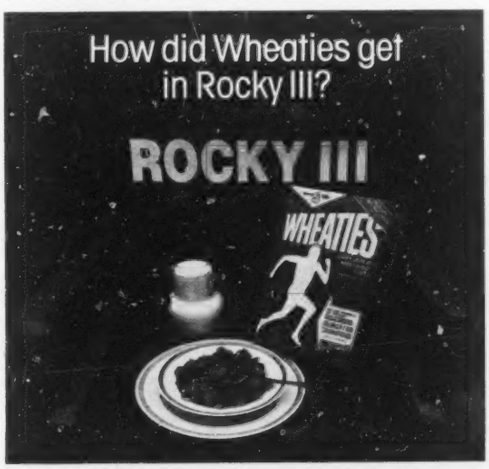
When the delegation from CCTV comes to New York soon to select the 64 hours of CBS fare to be telecast from October to October, 1984, it might bring along an English-dubbed copy of the first episode of "Margin" for screening. Mr. Kane, who has seen some rushes, thinks this series may be a good bet for the U.S. market.

CBS International distributes its wares abroad in a variety of fashions, but mainly on the basis of national exclusivity for certain types of programs.

In the U.K., the British Broadcasting Corp., for example, buys tapes of most of the current public affairs and documentary programs, which range from "60 Minutes" to "Face the Nation."

Daily hard-news feeds are satellited to Japan and several other nations in the Pacific region. Nine Network in Australia buys this, made-for-tv movies and a current affairs package. Canada is one of the division's biggest sources of revenues. Canadian networks and stations buy live sports, made-for-tv flicks and other material from the catalog of 700 choices.#

T-SHIRTS
CAPS Exceptional Trade Prices
PRICELESS SCREENPRINTING
P.O. Box 341, Wayne, MI 48184
(313) 397-0166



Associated Film Promotions makes the arrangements!

Today's smart advertiser—large or small—has to look beyond traditional media vehicles to increase awareness of his brand name products and services. Perhaps the most innovative and fastest growing medium is product placement in motion pictures.

The primary source to make these arrangements is Associated Film Promotions—AFP.

Associated Film Promotions not only placed the Wheaties in Rocky III and Poltergeist, we also placed the Budweiser in Tootsie! We placed the Milk Duds and Zagnut bars in 48 Hours, and we placed products in E.T. In fact, 7 of Hollywood's top 10 grossing films of 1982 contained our client's products. And so did 149 other films as well!

Associated Film Promotions places more products in more films than anyone because of our extensive personal contacts in the motion picture industry. We are asked by film production executives to assist in analyzing scripts for potential placement of products. We meet with studio staff members to determine the most effective way to use a client's product. And our executives go on location to ensure products appear to their best advantage.

Products that Associated Film Promotions place can reach a theater audience of over 50 million, with additional millions of impressions from tv, cable, airline and foreign distribution. With that kind of impact, this powerful source of visibility should be seriously considered by every advertiser. Especially since Associated Film Promotions *guarantees* placement of the client's product.

We can also arrange additional product exposure using a wide range of promotional tie-ins with the films in which a client's product or service appears.

Associated Film Promotions is the acknowledged leader in representing corporate America to the motion picture industry. Our offices are located in Century City (LA) and New York City.

For a free brochure, including examples of our extensive service programs, mail this coupon or call today.

Associated Film Promotions/AFP, Inc.
Mr. Robert Kovoloff
10100 Santa Monica Boulevard, Suite 495
Century City, California 90067
Telephone: 213/553-4522

Dear Mr. Kovoloff:
Please send your free brochure and research materials explaining how products gain visibility through motion pictures.

AA 6-6N

Name_____
Title_____
Firm_____
Address_____
City_____ State_____ Zip_____
Telephone_____

corrections & clarifications

- Young & Rubicam employes receive three weeks vacation after five years and four weeks after 10 years. The agency's vacation policy was incorrectly stated earlier (AA, May 23, P. 20). Y&R also notes that officers and department heads receive four weeks' vacation regardless of the number of years they have served at the agency.
- The *Boston Phoenix* was incorrectly identified as a Hayden Publishing Co. property (AA, May 30, P. 22). The weekly newspaper is independently owned and operated.
- Elite Models, New York, notes that the national finals of its "Look of the Year" model contest, staged in New York (AA, May 23, P. 61), is to be followed by the international finale in Acapulco in late November.